

# LIFE



THE SIREN LOOK  
FOR FALL

20 CENTS

SEPTEMBER 8, 1952

REG. U. S. PAT. OFF.





*Look for this label...it identifies  
the finest woolens in the world*

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.



Millions rely on this  
famous formula!

# Ipana gives 'round-the-clock protection against "Tell-Tale Mouth"

**KEEPS BREATH and TEETH CLEANER...REDUCES TOOTH DECAY!**



Yes, using Ipana® regularly after eating removes major causes of mouth odor—keeps breath and teeth cleaner all day and evening.

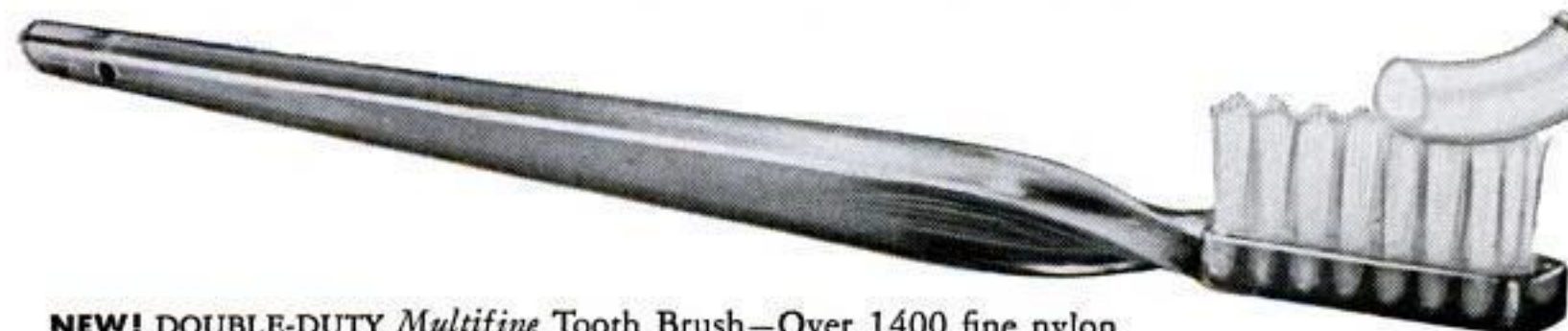
This gives you really wonderful 'round-the-clock protection against "Tell-Tale Mouth."

And it **reduces tooth decay** one of the best ways known.

Ipana contains **all** the ingredients necessary for effective mouth hygiene, including two scientifically formulated **cleansing, purifying** ingredients.

Try it. Check the clean, keen-tasting **freshness** Ipana gives your whole mouth. Get this tooth paste that is **time-tested** and **proved** in use by millions!

**'ROUND-THE-CLOCK PROTECTION  
FOR YOUR WHOLE MOUTH!**



**NEW! DOUBLE-DUTY Multifine Tooth Brush**—Over 1400 fine nylon bristles, plus the *twist* in the handle. 1000 dentists helped design it.



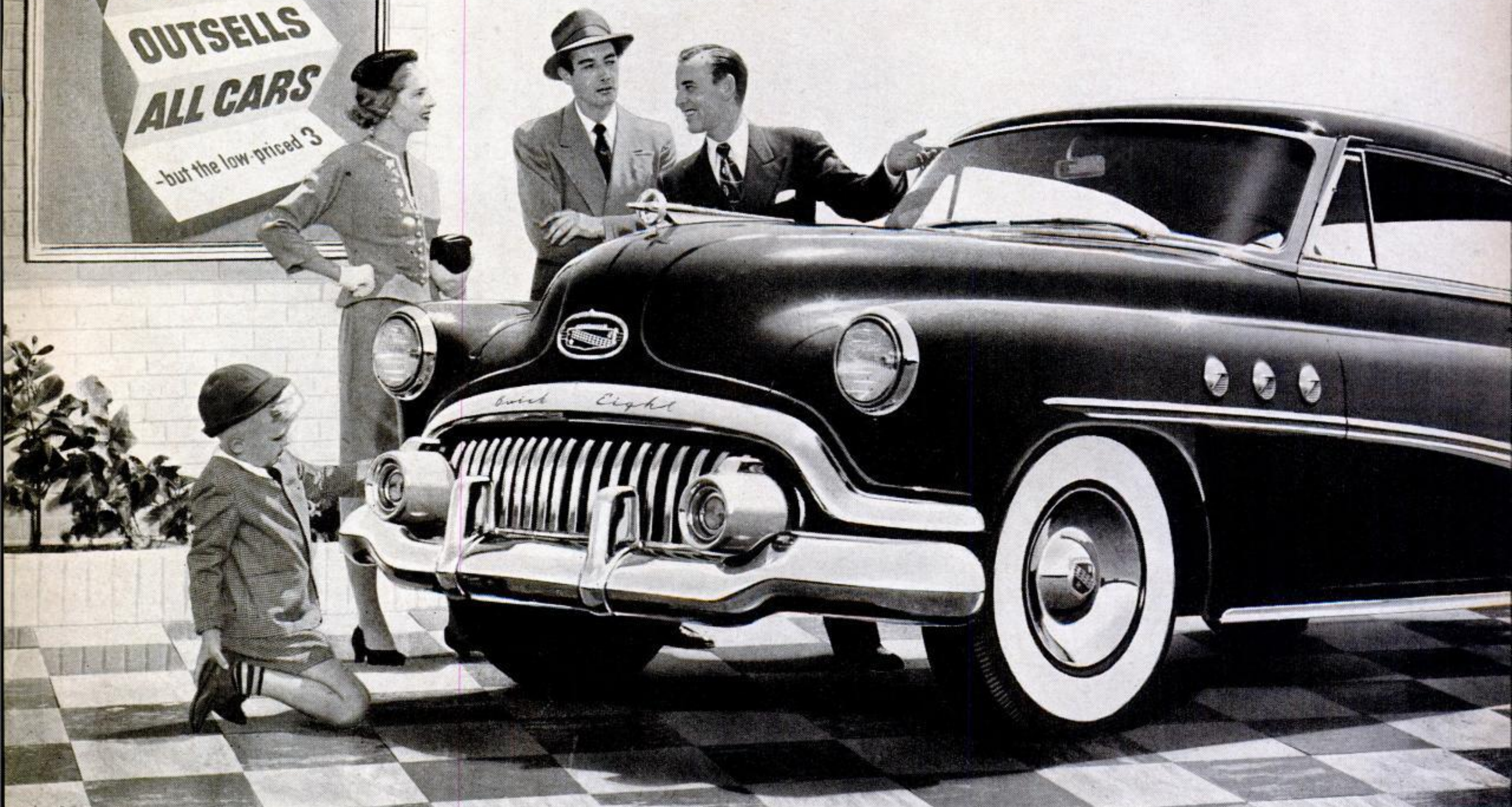
**LARGE SIZE  
Only 47¢**



Products of Bristol-Myers

**Better Schools Build  
A Stronger America!**





## How do you explain this popularity?

**I**F somebody asks you to name the fastest-selling cars in America — you can probably think of three right off the bat.

They're the ones which, for years, have been known as "the low-priced three"—and we'll be the first to admit that the price of a car has a lot to do with the number of people who can afford to buy it.

We know the power of a price — because the records will show you this:

*The car that heads the rest of the*

*parade — right on the heels of this low-priced trio—is a car by the name of Buick.*

If you want to know why, come in and we can show you.

We'll show you a car that makes your dollars do double duty.

They buy more horsepower. They buy more room. They buy a "big car" ride that cost a million dollars to develop.

They buy a lot of extras that aren't charged at extra cost.

Want to know more? We can

quickly explain to you what others have discovered.

If you can afford any new car, you can afford a Buick.

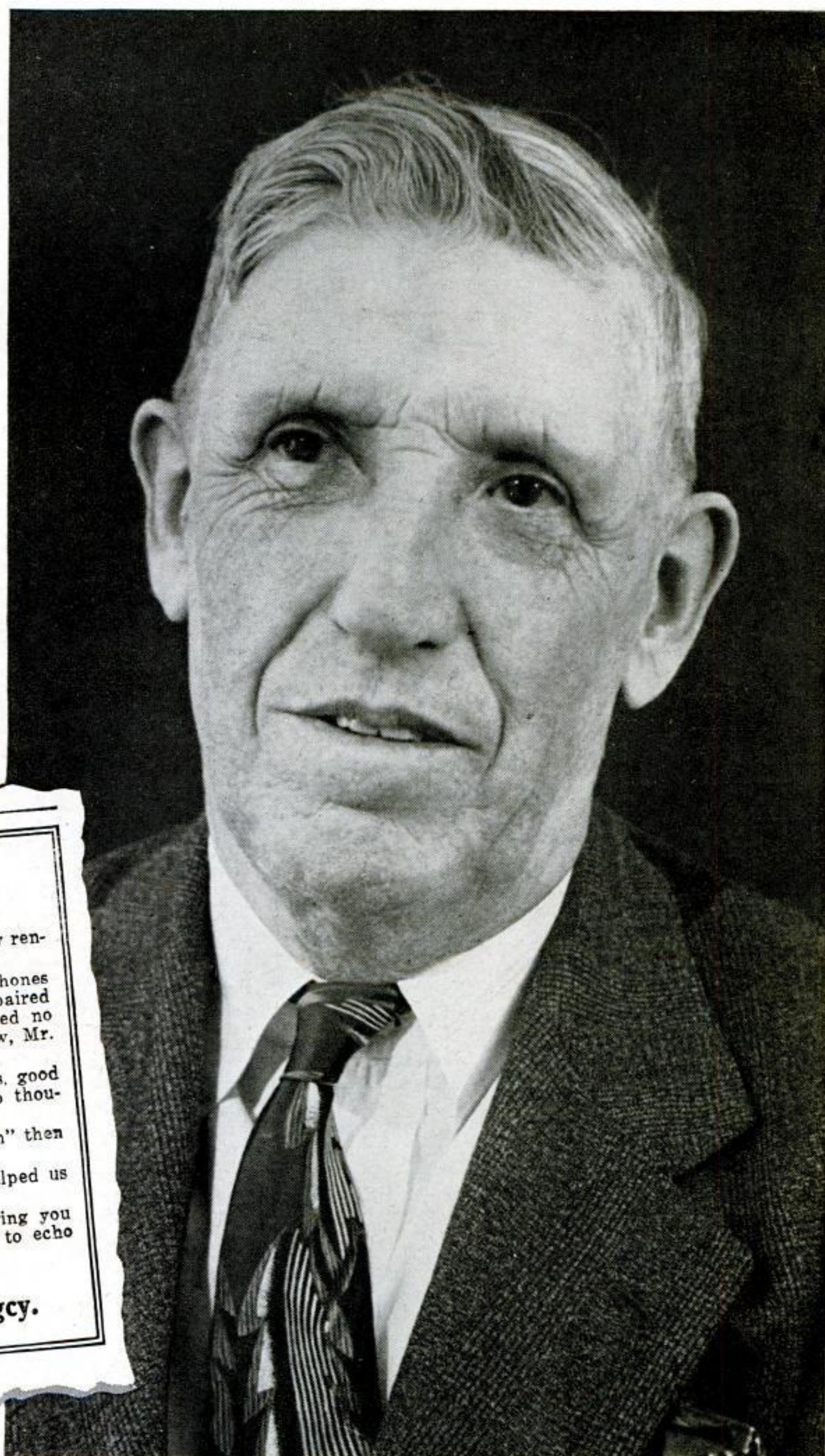
*Equipment, accessories, trim and models are subject to change without notice.*



SEE YOUR NEAREST BUICK DEALER



# They wrote an ad about him when he retired



## THANK YOU "DENY"

We have known you, Deny Hartnett, thru all these 45 years of splendidly rendered service to the local telephone companies and to their patrons.

For our personal use you have installed business and residential telephones and extensions, have replaced service wiring, changed phones, added, repaired and replaced needed parts. Through all these 45 years you have expressed no words of irritation or criticism. Your after-service words "It's all right now, Mr. Crandall" has left a glow of cheerfulness.

In fact, your accented, booming, happy tone of big-hearted, courteous, good nature has been of great value to us, to your telephone company, and to thousands of individuals through the years.

If, as we believe, "real friends and their appreciation makes one rich" then we know of no one who is wealthier than you, Deny.

The wires you have kept pulling for us for the last 45 years have helped us to "change the address of thousands".

We thank you, Deny Hartnett, and may future joy and comfort "ring you up" for many healthy years to come and your priceless laugh continue to echo happiness.

Cordially.

**Crandall Real Estate Agcy.**

### DENIS HARTNETT WAS "MR. TELEPHONE" TO THOUSANDS OF PEOPLE IN THE TOWN

There was many a word of praise and affection for Denys Hartnett when he retired in Homer, N. Y.

In fact, a local businessman walked into the newspaper office and said he'd like to run an ad about him.

"Good idea," they said. "Everybody around here knows Deny."

The advertisement is reproduced above—a tribute to forty-five years of faithful service.

The story of Denys Hartnett illustrates the local character of the telephone business.

For the telephone company isn't something far away but right on the main street...managed and operated by home-town people.

Their spirit of service makes them good neighbors and good citizens as well as good telephone men and women.

Nearly 97% of all Bell Telephone calls  
are local . . . **BELL TELEPHONE SYSTEM**



This One



681Z-CDR-WPGF

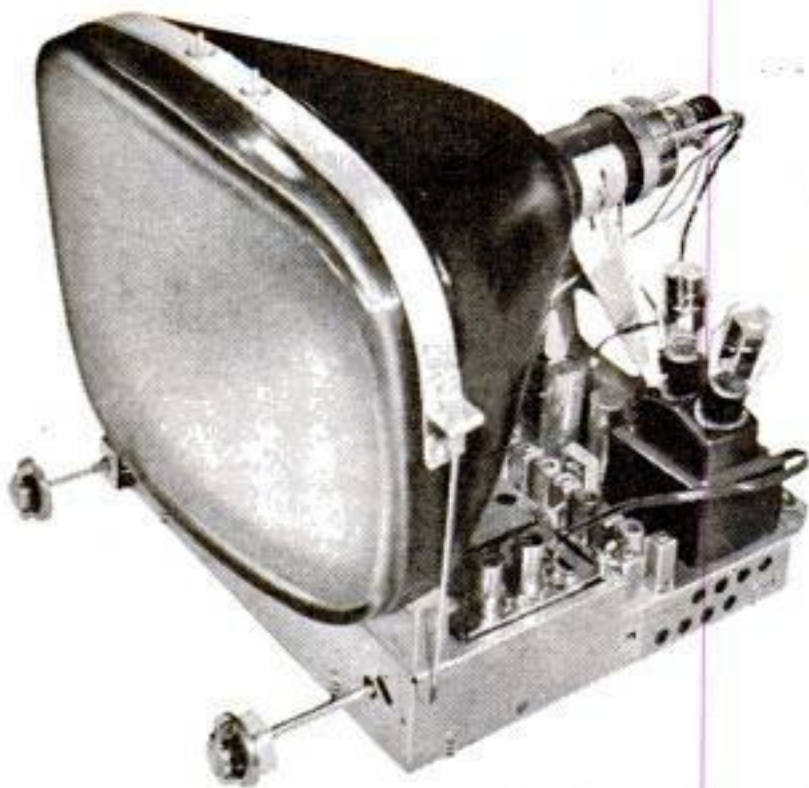
Copyrighted material



# Presenting New 1953

## All-Channel UHF - VHF Reception

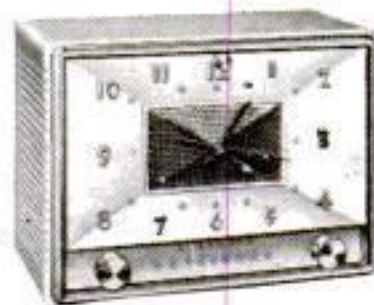
This year, UHF comes to television—and Sylvania is ready! Now you can get any station that comes to your locality. The new 1953 Sylvania sets provide for ALL-CHANNEL UHF-VHF reception—either built-in, or with external converter.



**New 1953 Sylvania Stratopower "508" Chassis**  
Actual 30-tube performance combines power and precision for superior reception even in distant fringe areas. A triumph of Sylvania research and engineering.

### FINER THAN EVER! 1953 Sylvania Radios—Radio-Clocks

These superbly designed Sylvania Radios and Radio-Clocks offer a choice of 5 beautiful Furniture Guild colors: Primrose Yellow, Cardinal Red, Chartreuse, Bottle Green and Hickory Brown. Also in Ebony, Ivory and Mahogany colored plastic. The easy-to-read Radio-Clock lulls you to sleep or wakes you to music, controls any home appliance. Both Radio and Radio-Clock have unusually large speaker and built-in antenna. See them *today!*



In a dark room, even the tiny flame of a cigarette lighter may cause unpleasant glare.



When surrounded by light, the flame appears soft and agreeable—the harsh glare disappears.



Similarly, in a conventional TV set, there is a sharp contrast between picture and darker surroundings.



HALOLIGHT surrounds the picture with a frame of soft, cool light, thus eliminating unpleasant contrast.

## Why You Need Light Around Your TV Picture

## More and More People Prefer SYLVANIA!

**T**HERE'S A SWING to Sylvania—and it's growing day by day! Only in Sylvania do you get HALOLIGHT—the famous frame of light for greater viewing comfort. Only Sylvania offers you the highest picture-voltage for '53... plus

the new Ultrapower Tuner, Exclusive Voltage Regulator Tube and many other exclusive new Sylvania features. Here is Movie-Clear® television at its finest. No wonder the new Sylvania sets are hailed as America's top TV for '53!

## More New SYLVANIA Features for '53!

Compare these great new features with anything offered in television today. You'll see why more and more people prefer Sylvania.

- **HIGHER PICTURE TUBE VOLTAGE** means greater picture brightness and sharper focusing.
- **ULTRAPOWER TUNER** for the world's most precise ALL-CHANNEL UHF and VHF reception. One knob for *ALL channels*—no additional installation ever needed.
- **WIDER BAND WIDTH** for finer picture detail.
- **EXCLUSIVE VOLTAGE REGULATOR TUBE** maintains uniform voltage to the picture tube for constant picture brightness and longer tube life.
- **EXCLUSIVE "TRIPLE-LOCK" SYSTEM** holds the picture steady, vertically and horizontally, locks picture and sound together.
- **CYLINDRICAL MELLO-TONE® BLACK TUBE** reduces glare, provides greater picture contrast.
- **MOVIE-CLEAR® television...STUDIO-CLEAR® sound**... superior **FRINGE AREA RECEPTION** and many other Sylvania advantages.



# SYLVANIA

## TELEVISION

Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York  
See SYLVANIA'S BEAT THE CLOCK on CBS-TV



Brilliantly Engineered for UHF and VHF!

# SYLVANIA TV

with Bigger  
Better-Than-Ever

# HALOLIGHT\*

The Original Frame of Light That's Kinder to Your Eyes!



The LEXINGTON 21" Console Combination with HALOLIGHT. This Sylvania masterpiece combines big 21" Movie-Clear\* television with powerful AM-FM radio and 3-speed phonograph. Beautiful hand-rubbed mahogany veneer finish with rosewood

grained doors. Storage space for records and record albums. Available with ALL-CHANNEL UHF-VHF reception. Here is television's finest—see the Lexington at your nearest Sylvania TV Dealer's today. Also in blonde.

The ARLINGTON 21" Table Model with HALOLIGHT. Stratopower "508" Chassis in handsome cabinet of hand-rubbed mahogany veneer. Available with built-in UHF reception. Also in blonde.



## SYLVANIA

TELEVISION

\*Sylvania Trademark

The HUNTINGTON 21" Console with HALOLIGHT. Sylvania's powerful chassis in a stunning mahogany veneer cabinet. Available with built-in UHF reception. Also in blonde.

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps.



# CAN SHE COOK?



## A personal question by a company that likes to lend a hand in the kitchen

*Just try to recall your own state of mind—if any—during those days when you wandered around calf-eyed, looking forward to that trip down the aisle.*

Were you thinking of her *cooking*? Tut, tut.

But *we* were. It's not that we haven't any romance in our souls, but it's when those little white hands you like to hold start rolling out pie dough that *our* spirits soar. For we at Procter & Gamble make, among other things, Crisco.

*And Crisco is a good example of our policy of "progress through constantly trying to please."*

It took a lot of research, a new factory and a lot of doing to bring out the first hydrogenated vegetable shortening. But it was worth it. Crisco was highly digestible, easy to use, odorless, stayed fresh without refrigeration. It pleased people mightily.

*Pleased wives* because it made cakes and pies that kept Papa coming home for dinner.

*Pleased farmers*—made a new market for the oil from their cotton seeds.

*Pleased grocers* because customers came back for more.

*Pleased us* because it helped us earn the money we needed to offer our employees such things as guaranteed employment, profit sharing and a pension plan.

That's our idea of progress. To us, progress with Crisco is when you catch a customer young and please her so constantly that when her golden wedding cake is baked, it, too, is made with —Guess-What!

## PROCTER & GAMBLE

IVORY SOAP • IVORY FLAKES • IVORY SNOW • DREFT • TIDE • DUZ • OXYDOL • CHEER • JOY  
SPIC AND SPAN • LAVA • CAMAY • DRENE • PRELL • SHASTA • LILT • CRISCO



**Progress Through Constantly Trying To Please**



Only a PLAYTEX® Girdle

lets you feel as *free* as this...



and look as SLIM as this...



**ADELE SIMPSON**, world-famous designer, says:

"Fashion features a slimmer figure for fall—accents it with supple, slender lines—a trim curve from waist to hips. You can create this figure for yourself—with the Playtex Fab-Lined Girdle!" Smooth latex, with cloud-soft fabric next to your skin, molds you—holds you so comfortably—gives you boundless freedom. And the 4 new Adjust-All garters quickly adjust to a perfect fit... help save stockings. Without a seam, stitch or bone, Playtex is invisible under sleekest clothes, washes in seconds, dries in a flash.

**Playtex**... known everywhere as the girdle in the **SLIM** tube. Ask to see all three: Playtex Fab-Lined, Pink-Ice and Living® Girdles—from \$3.50 at department stores and specialty shops.

Invisible

*Playtex* **FAB-LINED** *Girdles*  
 — Fabric-Next-to-Your-Skin —

With 4 New \*Adjust-All Garters



International Latex Corp'n. . . . PLAYTEX PARK . . . Dover, Del. ©1952 Playtex Ltd., Montreal, Canada \*U.S.A. and Foreign Patents Pending



# oh-oh, Dry Scalp!



"BILL'S A GREAT DATE, but he's a square about his hair. Man, he's got all the signs of Dry Scalp! Dull, stringy hair that a rake couldn't comb. Loose dandruff on his collar, too. He really needs a date with 'Vaseline' Hair Tonic... and I'm going to see that he gets one..."

*Hair looks better...  
scalp feels better...  
when you check Dry Scalp*



**NEAT SOLUTION**, this 'Vaseline' Hair Tonic! Try it! You'll be amazed at how quickly it checks loose dandruff and those other annoying signs of Dry Scalp. Just a few drops a day do the job... and work wonders in the looks of your hair, too. Contains no alcohol or other drying ingredients... and it's economical, too!

# Vaseline HAIR TONIC

TRADE MARK®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

## LETTERS TO THE EDITORS

### MARLENE DIETRICH

Sirs:

Congratulations to you and Winthrop Sargeant for your most excellent article on Marlene Dietrich ("Dietrich and Her Magic Myth," LIFE, Aug. 18). The Jane Russells and Marilyn Monroes may come and go, but Marlene will always be the queen of glamour and allure.

GREGORY DUNN

St. Louis, Mo.

Sirs:

Thank you for doing nothing to damage the myth. She is the symbol of glamour to many of us, a sort of molten-silver goddess. There is the singing Dietrich—her record of *Falling in Love Again* (auf Deutsch) has been a collector's item for years. And there is the straight actress who played the dingy trollop in *Manpower* and the earthy gypsy in *Golden Earrings*. In these she did her best to avoid the glamour that some critics claim she substitutes for acting...

JOHN IGO

San Antonio, Texas

Sirs:

No living female in this world has so much sex appeal in her knees (not legs) as Marlene. As a producer in Max Reinhardt's theaters in Berlin around 1926, I wrote a sketch for her; with each rehearsal her part was enlarged. The box office told me that elderly gentlemen had come to see the show 25 times, insisting on front-row seats and making sure that Miss Dietrich was playing. The next year at a party I met von Sternberg, who told me he was looking for somebody to play in *Blue Angel*; that evening I took him to my theater where he saw Marlene. ... I always found her a simple, hard-working, straightforward and highly ambitious girl. Her appeal lies in her lazy detachment. Mae West pretends to be evil. Marlene, the sophisticated Mae, is beyond good and evil.

ROBERT KLEIN

New York, N.Y.



MARLENE'S KNEES

### SPAIN

Sirs:

As an exchange student at the University of Madrid last year, I saw a lot of the scenes you picture in your color essay, "Spain" (LIFE, Aug. 18).

The poppies looked just as lovely through a third-class train window as through your cameraman's lens, and the Retiro park was perfect for a Sunday afternoon stroll in Madrid.

I wondered at the unbelievably red color of the hills of Andalusia (you've reproduced their color perfectly) and visited the Macarena Virgin as she stood in all her Holy Week finery. Your photographs brought back so

CONTINUED ON PAGE 10



## 200 men, one razor

"... To prove to you how fine my ROLLS RAZOR is, I can tell you this. For a period of two months, two hundred men used it as their sole means of shaving and now almost every one of them are doing their best to buy one."—Lt. Harry T. Moore, Chicago, Ill. (A World War II experience.)

### Never a Dull Moment in 15 years

"I have a tender face and tough beard, a combination which requires an extremely sharp blade for every shave. After tiring of buying safety blades and using them once or not at all because they were too dull, I switched to ROLLS fifteen years ago. I not only get the shaves I need, but have long since written off its original cost."—W. J. Barrett, Dallas, Texas.

Send us your own Rolls story, won't you? And send for our interesting booklet... "50 Centuries of Shaving."



Sharpen the Rolls personally to suit your face and beard on the built-in strop, or hone (when necessary). Sheffield steel, hollow-ground blade takes a perfect edge. No blade-buying. Closer, cleaner, more comfortable shaves—no irritation or "razor-pull."



Compact unit is beautifully packaged in blue satin-lined case. ONLY \$15.00, no luxury tax.

# ROLLS RAZOR

338 Madison Avenue



New York 17, N. Y.



# AMERICA'S NEWEST "PROFESSION" KEEPS 18 MILLION TV SETS HEALTHY!

**E**IGHTEEN MILLION new "patients" is a tremendous responsibility for the television service industry—an industry that had only 2,000 sets to take care of just five short years ago. The phenomenal growth of TV has challenged every resource of service shop and individual technician.

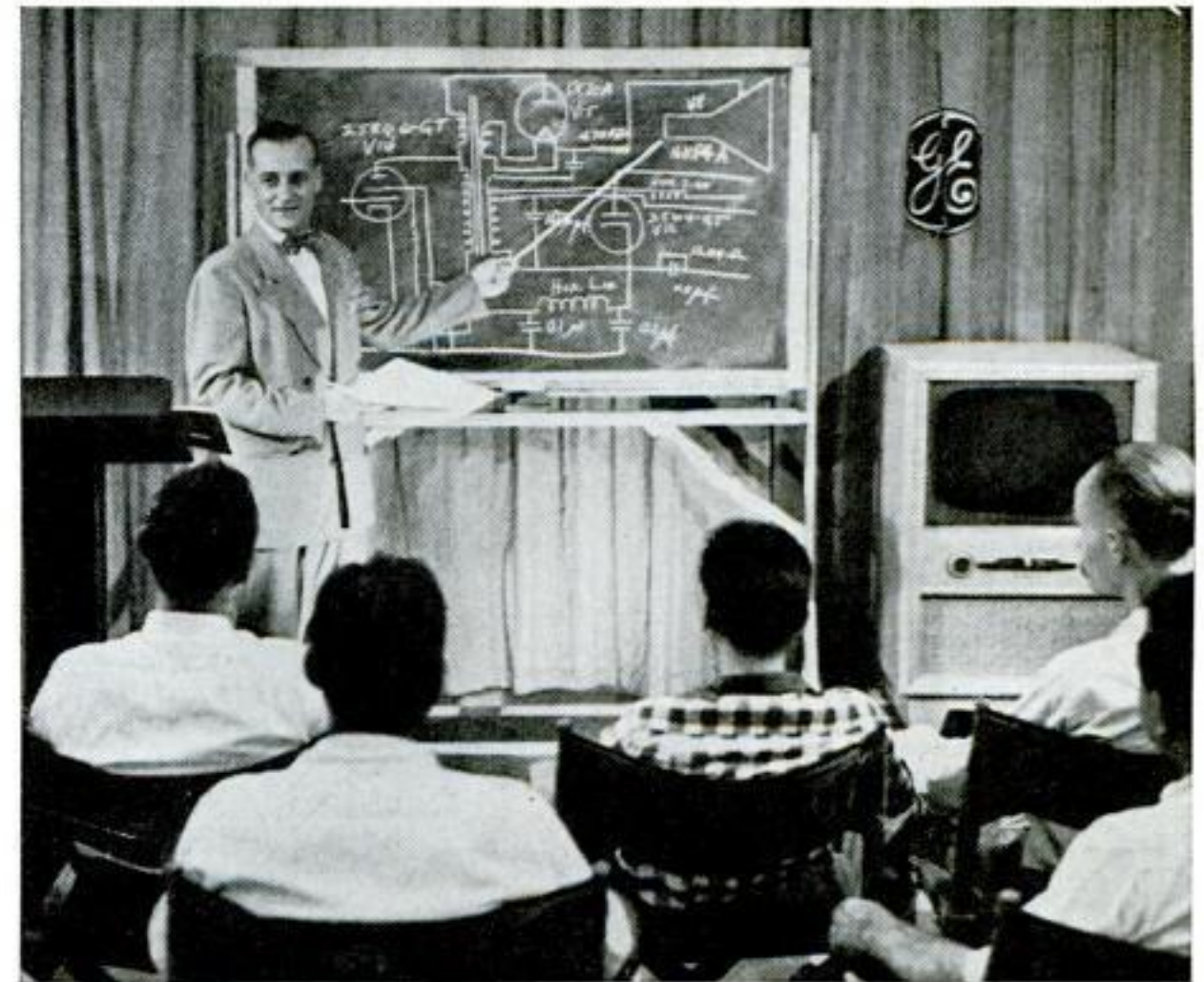
Television itself embodies new electronic principles which had to be learned by over 51,000 servicemen, most of whom were radio specialists. Manufacturers did everything they could to make it easy for these men to become the highly-qualified TV experts they are today. Schools and courses were established . . . new test equipment was developed . . . replacement tubes and parts were distributed to every TV area.

But the real responsibility for acquiring

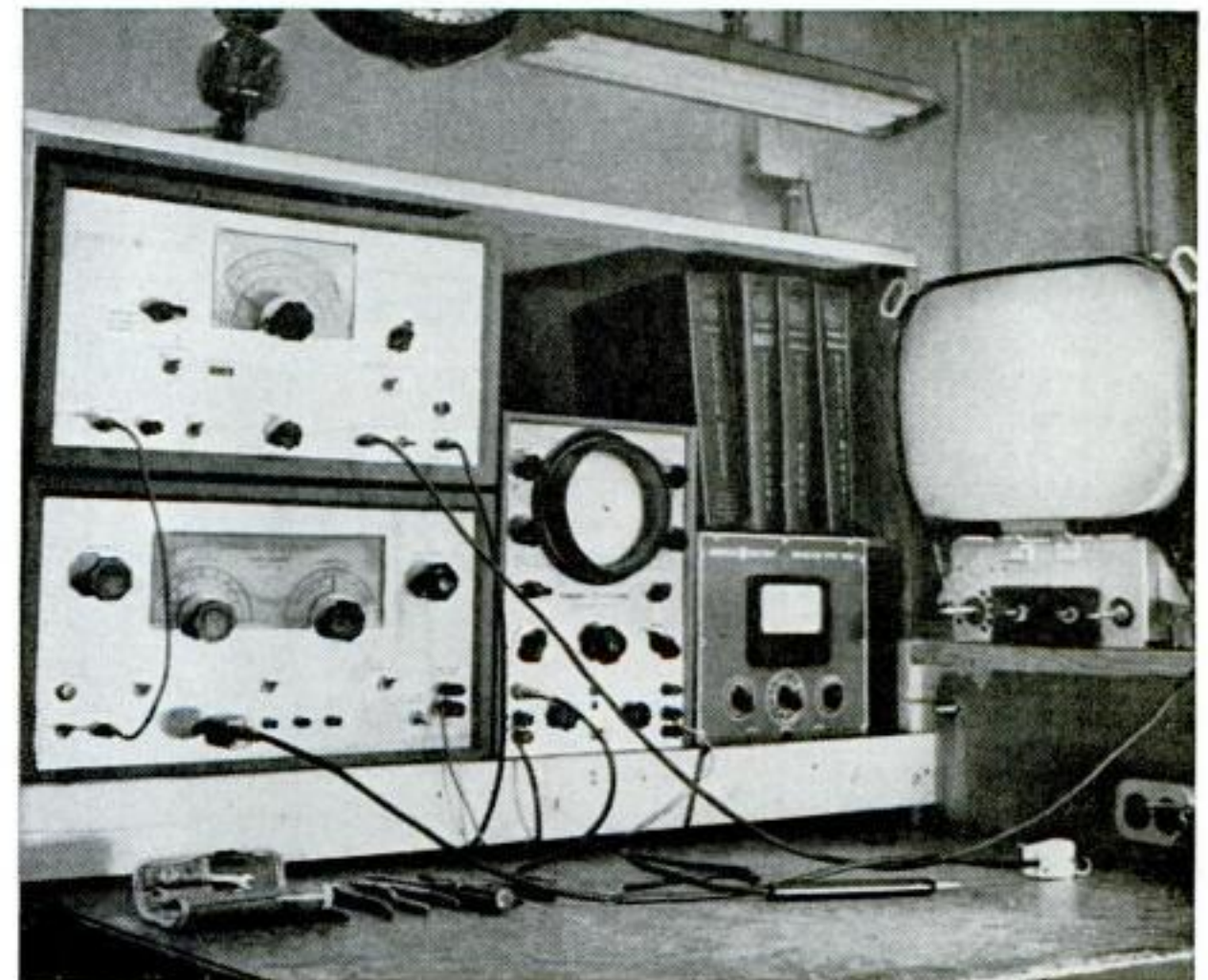
TV know-how rests with the serviceman. As a group, these technicians have done an unprecedented job of meeting the service needs of the "TV epidemic." They have built for themselves an important new industry based on one ideal: to safeguard a billion-dollar owner investment in TV.

Your TV serviceman deserves your full respect and confidence. He has invested over \$3,000 in special test and other equipment. He spends an average 12 hours a day in servicing sets. He is technically trained . . . experienced . . . familiar, by constant study, with latest television improvements. Call your favorite TV serviceman whenever you want your set put in top working order. He will always do his best to serve you promptly and at a fair, reasonable cost!

*This advertisement is published as a tribute to the television servicemen of America by the Tube Department of the General Electric Company, Schenectady, N. Y.*



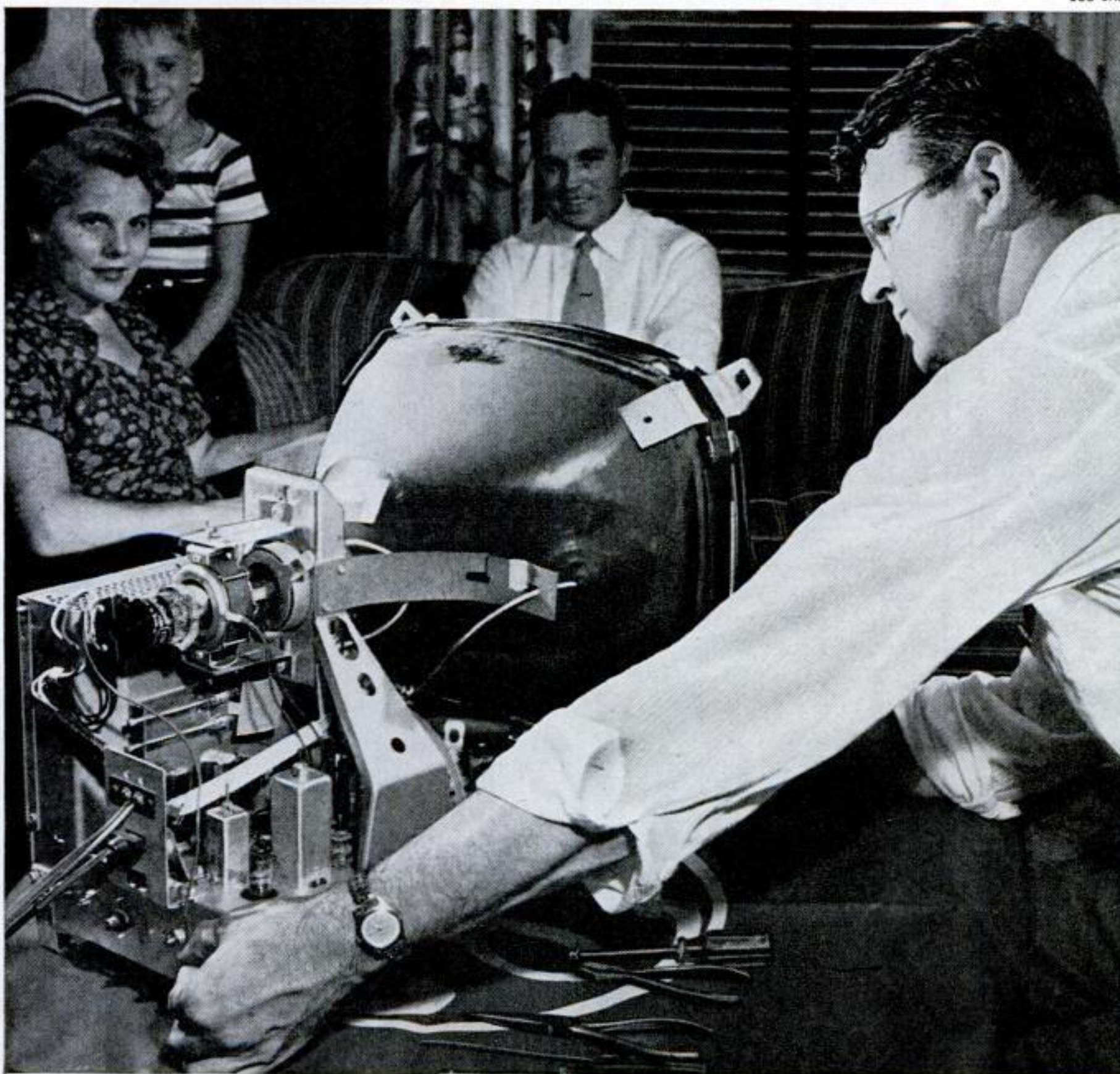
**LONG, TOUGH TRAINING—FOR EVERY TV TECHNICIAN.** Months of study, and extensive practical experience, are only the start of your serviceman's training. He must know intimately the circuit of every make of TV. He must keep posted on all design changes. No professional man in any field is obliged to read and study more continuously.



**TOOLS FOR THE JOB.** The investment of your TV technician in equipment and tools alone, is seldom less than \$3,000. Precision instruments for testing . . . special hand-tools . . . bench equipment for major TV shop repairs . . . these are plusses he must add to the customary businessman's investment in shop and trucking facilities.



**ON CALL RIGHT THROUGH THE DAY.** Morning, afternoon, or evening, a phone call finds your TV serviceman ready to respond. Serving a community that relies on him, he makes every possible effort to live up to this responsibility. His charges—which reflect the actual time he spends serving you plus any necessary tubes and replacement parts—are your best investment in television satisfaction.



**OPERATION TELEVISION—RIGHT IN THE HOME.** When your TV serviceman removes your TV chassis from its cabinet, ask him to show you the myriad tubes, coils, and other parts, inter-connected by an "orderly maze" of wiring! Only highly-skilled hands can safely probe for faults, make repairs—usually on the spot—that restore the picture and sound to normal. His tools and equipment are as complete for their purpose as the contents of a doctor's kit. Aided by his specialized training, your serviceman diagnoses TV troubles, and restores your set to "health," in the least time and at the least cost to you.



*crisp*  
**COTTONS**  
*...make them yours  
by mail!*



**A.** The latest in collars... the fly-away wing. Our crisp cotton broadcloth blouse with smart new "V" bib—neatly tucked and tabbed. Square pearly buttons... fashionable dolman sleeves. In White, Pink, Red or Gold. Sizes 32 to 38. **\$2.99**



**B.** Town or country Tattersall gentry shirt. Button down collar, French cuffs. Tattersall check buttons. Sanforized. (So easy to launder with Linit Starch.) Red, Brown or Navy Tattersall check. Sizes 32 to 38. **\$2.99**

KEEP THEM CRISP WITH LINIT STARCH... Neat, crisp cottons are in style. To keep all your lovely cottons fresh, new-looking longer, we recommend starching with Linit,® the perfect laundry starch. Linit is easy to use... ready in less than a minute, no cooking. Always gives a smooth luxury finish. Buy Linit at your grocers today.



**C.** Pick a winner... here's the perkier blouse ever! Smooth, sleek, wonderfully washable cotton broadcloth. Piped in braid, with airborne cuffs and collar. Dainty glitter-gay rhinestone buttons. White, Red, Gold, Navy. Sizes 32 to 38. **\$2.99**



**D.** Swashbuckling beauty! Lovely striped broadcloth. Sanforized, vat-dyed. (Launders like a charm with Linit Starch.) Smart button-trim back... lavish Cavalier collar and cuffed sleeves. In White with Red, Navy or Green stripe. Sizes 32 to 38. **\$2.99**



Send 10¢ for 72 page Shop at Home 20th Anniversary Catalog. Fabulous values... Free Premiums.

**GRAYSON ROBINSON**  
SATISFACTION GUARANTEED  
OR MONEY REFUNDED

GRAYSON-ROBINSON STORES  
M. O. DEPT. 9450, BOX 1145—G.P.O., NEW YORK 1, N. Y.  
PLEASE SEND ME THE FOLLOWING: (ADD 10¢ FOR POSTAGE AND HANDLING.)

QUANTITY	SIZE	COLOR	2ND CHOICE
A			
B			
C			
D			

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

☐ MONEY ORDER ☐ CHECK ☐ C.O.D.

☐ SEND ME YOUR 20TH ANNIVERSARY CATALOG. I HAVE ENCLOSED 10¢.

## LETTERS TO THE EDITORS

CONTINUED

many memories that I had to write you my appreciation. The castles in Spain are still there. . . .

PATTY BENDER

Carrolltown, Pa.

Sirs:

Many times you are misinformed and many times you are unbearably dull—yet I always buy your magazine. Why? Well, every so often you break out with a magnificent series of color photographs such as this week's essay on Spain. . . .

JOHN M. FERNANDEZ

Huntington, N.Y.

Sirs:

Que omisión! Ni toro, ni matador, ni mantilla!

T. B. SMILEY

Raleigh, N.C.



MANTILLAS (TWICE) FOR SMILEY

### TENNESSEE ELECTION

Sirs:

Respectfully beg to differ with your implication that Frank Clement is the next governor of Tennessee, thanks to Ed Crump, Memphis political leader ("Old Senator Fades Away," LIFE, Aug. 18). Crump likes Clement as do farmers, merchants, clerks, laborers, doctors, lawyers, beggars and thieves. Crump does not influence voters in any section of Tennessee other than Shelby County.

BILL ARMISTEAD JR.

Franklin, Tenn.

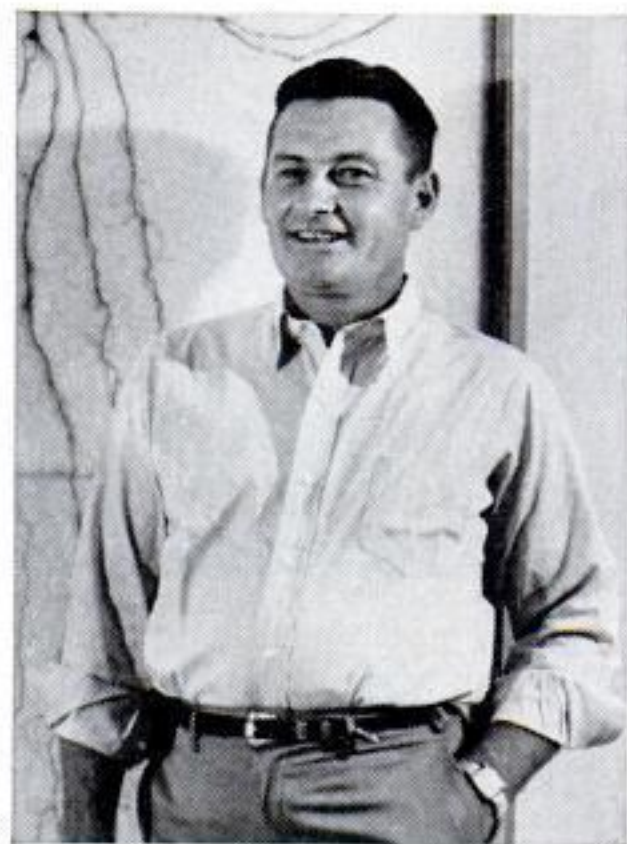
### MESQUITE KILLER

Sirs:

It was good to read in "Man vs. Mesquite" (LIFE, Aug. 18) of the newest method of killing mesquite growth in the Southwest. However we regret that you did not credit our state agronomist, Charles Fisher, of the Texas Agricultural and Mechanical College System. His patient research made the successful application of the killer 2,4,5-T possible.

FRED CATES

Dallas, Texas



TEXAS A & M'S FISHER

CONTINUED ON PAGE 12

# NEW! FLAVORED CHILDREN'S SIZE BAYER ASPIRIN

PLEASANT TO TAKE  
**15¢** 24 TABLETS  
2 1/2 gr. each



THE  
GENERAL  
TIRE

**SAF-T-MILER**



**Slick Tires are  
KILLERS!**

Trying to get the last 10% of tire mileage accounts for 90% of tire trouble. Why risk it? Your "slicks" will cover the down payment on new, safe GENERAL SAF-T-MILERS.

**SEE YOUR GENERAL TIRE DEALER**



# Really the coat you'll Live In

around the clock . . . around the calendar



## Alligator

**GOLD LABEL** unquestionably America's  
outstanding Gabardine Value . . . **\$39.75**

See for yourself why America's most wearable coat is America's most talked-about value! Feel the luxuriously smooth, firm weave of the 100% wool worsted gabardine . . . water repellent for smart protection whatever the weather. Observe the assured Alligator styling; select from a wide range of colors that compliment your taste. You'll wear Gold Label wherever you go . . . in any company, any place, any weather; it's the coat classic that sets the standard of quality and good taste. For value that can't be equalled, more men than ever want Gold Label—

America's most wanted gabardine!



BETTER DEALERS FEATURE:

## Alligator

RAINWEAR

because...IT'S SURE TO RAIN!

**1 FLANGAB CHECKS.** Handsome multi-color hounds-tooth checks in grey or tan. New! Smart! **\$25.75**

**2 SURAIN TRENCH.** Full-bodied 40% wool, 60% rayon gabardine. Authentically styled. **\$34.75**

**3 SUPERWON.** Outstanding value. Tightly woven light weight with extremely high repellency. **\$12.75**

**There's an Alligator for you**  
in fabric, style, color, price you prefer from  
\$8.50 to \$59.75. Choose yours now!

THE ALLIGATOR COMPANY  
ST. LOUIS • NEW YORK • LOS ANGELES



only the revolutionary, new  
**Van Heusen** *CENTURY* Shirt  
 has the patented soft collar that  
**perspiration won't wilt**  
**laundering won't hurt**  
 and **won't**  
**wrinkle... ever!**



The soft collar is wrinkle-proof for life, no matter how often you wear it ... or how it's packed or ironed. Perspiration can't possibly wilt it! The soft collar keeps its "just laundered" look without starch or stays ... no matter how hot or humid the

day. Feels handkerchief-soft, too. Laundering will never hurt it! You can't iron a wrinkle into the soft collar, even if you try! Woven-in "fold line". Regular or spread collars. Tie shown: new Van Heusen Century Shirt-mate, \$1.50

**Van Heusen**  
REG. U. S. P. M.  
*CENTURY* shirts

white \$3.95, \$4.95; colors \$3.95

A new shirt free if your Van Heusen shrinks out of size!  
 Phillips-Jones Corp., New York 1, N. Y.

Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Collars

## LETTERS TO THE EDITORS

CONTINUED

### SPEAKING OF PICTURES

Sirs:

After chuckling over your series on that marvelous little dog, Conga (Speaking of Pictures, LIFE, Aug. 18), I found several people in the rest of the issue that reminded me of him—among them Governor Byrnes, a hat model and Governor Stevenson. He's a truly skillful commentator.

MARGARET L. SMITH

Lancaster, Pa.



CONGA THE COMMENTATOR

### PONY BOY

Sirs:

The charming story, "A Boy Makes a New Home for a Pony" (LIFE, Aug. 18), recalled an avalanche of memories and frustrations. As city kids, we yearned over the back page of every comic book. "Win a Pony—FREE!" the advertisements shouted. But the ponies never came. Destitute, we concluded our address wasn't clear, or the ponies had expired in shipment and would arrive—carcasses.

Arthur's question, "What if they send us a cow?" never occurred to us. But we'd have settled for a cow, even a sea cow, and ridden it proudly!

JAMES PRIDDY

New York, N.Y.

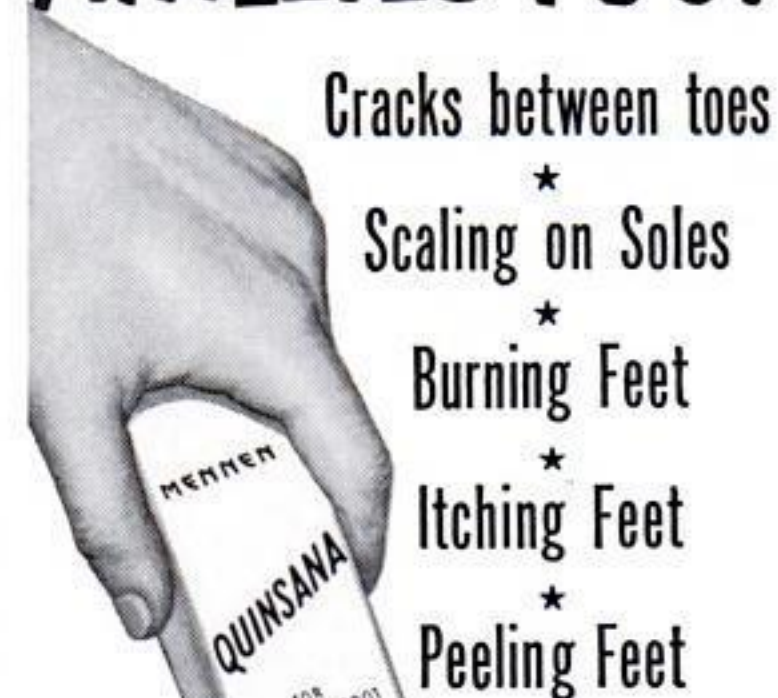
CONTINUED ON PAGE 14

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## These are symptoms of ATHLETES FOOT



For quick relief...

**QUINSANA**

only  
**49¢**  
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## FIGHT HEARTBURN, ACID INDIGESTION 3 WAYS

AT THE  
 SAME  
 TIME



Here's why you feel fine so quickly when you take Tums for gas, heartburn, acid indigestion:

1. Tums neutralize excess stomach acid fast.
2. Tums relieve the pain of heartburn, gas without over-alkalizing.
3. Tums soothe and settle upset stomach.

Get Tums today. Still only 10¢ a roll; 3-roll box 25¢.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
 SEE IF YOU DON'T FEEL BETTER



Tracer light shows  
how ordinary blade  
takes more strokes  
to shave you clean.  
Hard on your face!

Tracer light shows  
how new Gem  
Duridium Blade  
shaves super clean  
with fewer strokes.  
Easy on your face!

This remarkable photo, taken by 1/10,000 sec. exposures reveals "shaving pattern" of tiny light attached to razorhead.

# "Tracer Light" Photo proves New Miracle Blade **EASIER ON THE FACE** shaves cleaner...with far fewer strokes!

**Secret of New Gem Duridium Blade Revealed!**  
**Camera Shows Why Gem's Keener Edge Takes Fewer Strokes**  
**...Is Easier on Your Face!**


Men, there's nothing in the world like it. Here, at last, is a blade with a keener, longer-lasting edge. A *super-sharp-edged* blade that whisks away the toughest whiskers with smooth, sweet (and fewer) strokes. No tug or pull. No skin-scrape. No more after-burn!

Unlike ordinary blades, Gem's secret

*Duridium Process* not only gives you **EASIER** shaves . . . but **MORE** shaving mileage per blade. We've been told it's the most revolutionary advancement since the safety razor, *but we'd like you to be the final judge.* Try the new Gem Duridium Blade, men—the finest blade we've made in our 56 year history!

**NEW**

**GEM DURIDIUM®**  
**PROCESS BLADE**

American Safety Razor Corp., Brooklyn 1, N. Y. Precision  Products



**10 BLADE DISPENSER 55¢**  
**20 BLADE DISPENSER 98¢**  
Regular Pack, 5 for 29¢



#615 HIP 'N TUCK THRIFTY Zippered Leno elastic pantie girdle seconds your every motion. Curved nylon front panel. Down-stretch rayon satin elastic back. White or black...\$8.95. Warner's French-stitched broadcloth bra #2076...\$2.25.



*Fabulous to look little for less!*

**Warner-Wonderful Thrifties**  
sing your praises for a song

What easy-going comfort to you... and your purse,  
when a Warner-Wonderful Thrifty girdle gives you carefree  
comfort and a priceless figure—for a mere pittance.  
What a wealth of styles, all with the longed-for luxury and  
famous fit women *expect and get* in Warner's\* costlier girdles.  
Yours for only \$3.95 to \$10.95. At the nicest stores.

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**WARNER'S**  
*Bras • Girdles • Corselettes*

WORLD FAMOUS FOR LE CANT\* • STA-UP-TOP\* • A'LURE • FREE-LIFT\* • WARNERETTE\* • \*REG. U. S. PAT. OFF.

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Our son Skippy was a victim of a serious case of polio. His recovery was monotonous so a friend brought him an entry blank for the Red Ryder contest and he sent in a name. But by the time he came home from the hospital he had forgotten about it. You can imagine his delight when "Little Beaver" arrived.

MRS. MARVIN KREI

Arcata, Calif.



SKIPPY WON A PONY TOO

### FESTIVAL FEVER

Sirs:

Our folk festivals, which you pictured in "Festivals Are Bustin' Out All Over" (LIFE, Aug. 18), are a welcome change from the American habit of trotting out Tin Pan Alley and Hollywood to misrepresent our national character.

DR. ELIZABETH PILANT

Muncie, Ind.

Sirs:

We are not a two weeks' music camp sponsored by the University of Michigan, as you stated, but an eight weeks' music camp affiliated with the University of Michigan.

DR. JOSEPH E. MADDY

National Music Camp  
Interlochen, Mich.

### EDITORIAL

Sirs:

In answer to your patronizing assertion in "Some Pastime!" (LIFE, Aug. 18) that no female can comprehend the "down" in football:

Breathes there an American woman who has not spent innumerable Saturdays, drenched by rain or wilted by sun, watching 22 muscle-bound adolescents pummeling each other for the privilege of obtaining a "first down"? Women have learned a lot about football... but I dare you to ask the next girl you see how to figure out a batting average!

MRS. JOHN SELDEN

Santa Monica, Calif.

Please send



to \_\_\_\_\_ name

\_\_\_\_\_ address

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

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**"I LIKE DUBBLE BUBBLE'S  
SECRET FLAVOR"...**



says  
"Scoop"  
Crawford

"SCOOP" CRAWFORD, is the 11-year-old son of Faye Emerson, television star. Scoop says, "I like that secret flavor and the funnies on the wrappers. I save all the different ones I can get. Fleer's blows keen bubbles!"

**World's best value  
for a  
penny!**



**FUNNIES, FORTUNES, FACTS  
ON EVERY WRAPPER!**

**ALSO IN 5-PIECE PACKAGES  
AND 20-PIECE BAGS**

**SOUP  
FOR  
LUNCH**  
**HOT AND HEARTY  
AND OH, SO GOOD!**  
**MAKE IT**  
**Campbell's**  
**VEGETARIAN  
VEGETABLE SOUP**

Feast of 14 fine vegetables in savory broth  
—strictly vegetable!





# How much should you pay for a really good mattress?

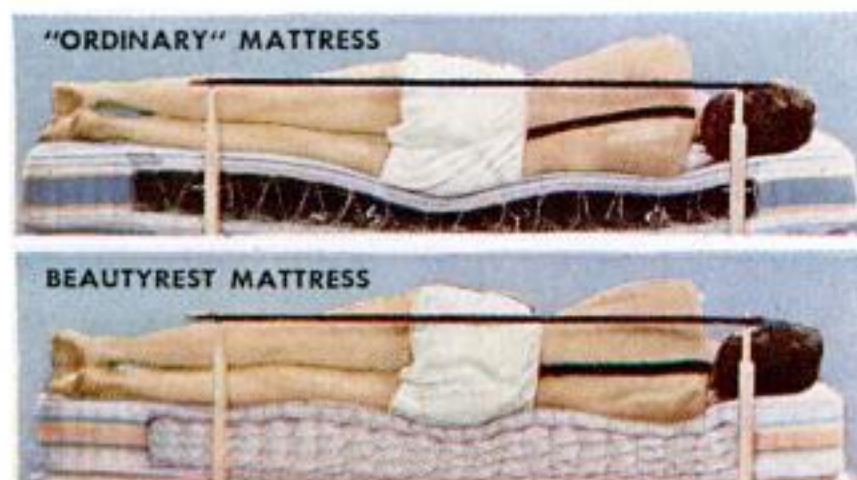
*Less than 2¢ a night...that's right...Beautyrest less than 2¢ a night!*

**How is it** that Beautyrest,\* the world's most comfortable mattress, could cost less than 2¢ a night? Yet, it's true...

You see, the ten-year Simmons guarantee on Beautyrest brings the price of \$69.50 down to less than 2¢ a night. And, what heavenly comfort! Night, after night, after night! People tell us their Beautyrest mattresses are just as comfortable even after 25 years!

Why deny yourself the greater comfort of Beautyrest? Remember, the greater the comfort, the better the rest. So, see your Beautyrest at your dealer's today!

Two models: Normal-Firm ("Standard") and Extra-Firm. Both the best, both Beautyrest! Each model \$69.50. Matching box spring also \$69.50.



**Level support.** (Top picture): black tape is pasted along the spine of girl on "ordinary" mattress. Note how tape curves, proving spine is in "hammocky" position. (Bottom picture): black tape is pasted along spine of same girl on Beautyrest. Tape is level, proving spine is resting in posture-right comfort.



**Sag-proof.** In "ordinary" mattress, springs are wired together. Press down on one spring, near-by springs sag. *Not so on Beautyrest.* Each of 837 coils is independent—not tied together! Glass won't tip even when near-by spring is pushed down. Sag-proof.



**Beautyrest lasts longer:** At the United States Testing Co., Beautyrest took 740,744 more poundings from "Torture Tester" machine—lasted more than twice as long as any other mattress tested.



Mrs. Alice Bennett of Woodstock, Vermont writes: "Dear Friends: You made my Beautyrest mattress almost 22 years ago. And I just wanted you to know that that wonderful mattress is still as luxurious and comfortable as the day I bought it. Thanks for making such a superb mattress."

**Get your Beautyrest on a Hide-A-Bed\*!** Yes, Simmons makes them *both*. Simmons makes *all* types of sofa-sleeping equipment, including the finest—Hide-A-Bed, which you can have with a Beautyrest mattress. And there's no finer mattress than Beautyrest. Simmons knows. Simmons makes all types of mattresses, too.

Only SIMMONS makes  
**Beautyrest**

NORMAL-FIRM  
("Standard")



EXTRA-FIRM

\*Trade-mark Reg. U. S. Patent Office.  
Copr. 1952 by Simmons Co., Mdee. Mart, Chicago, Ill.



# Blessed Event!

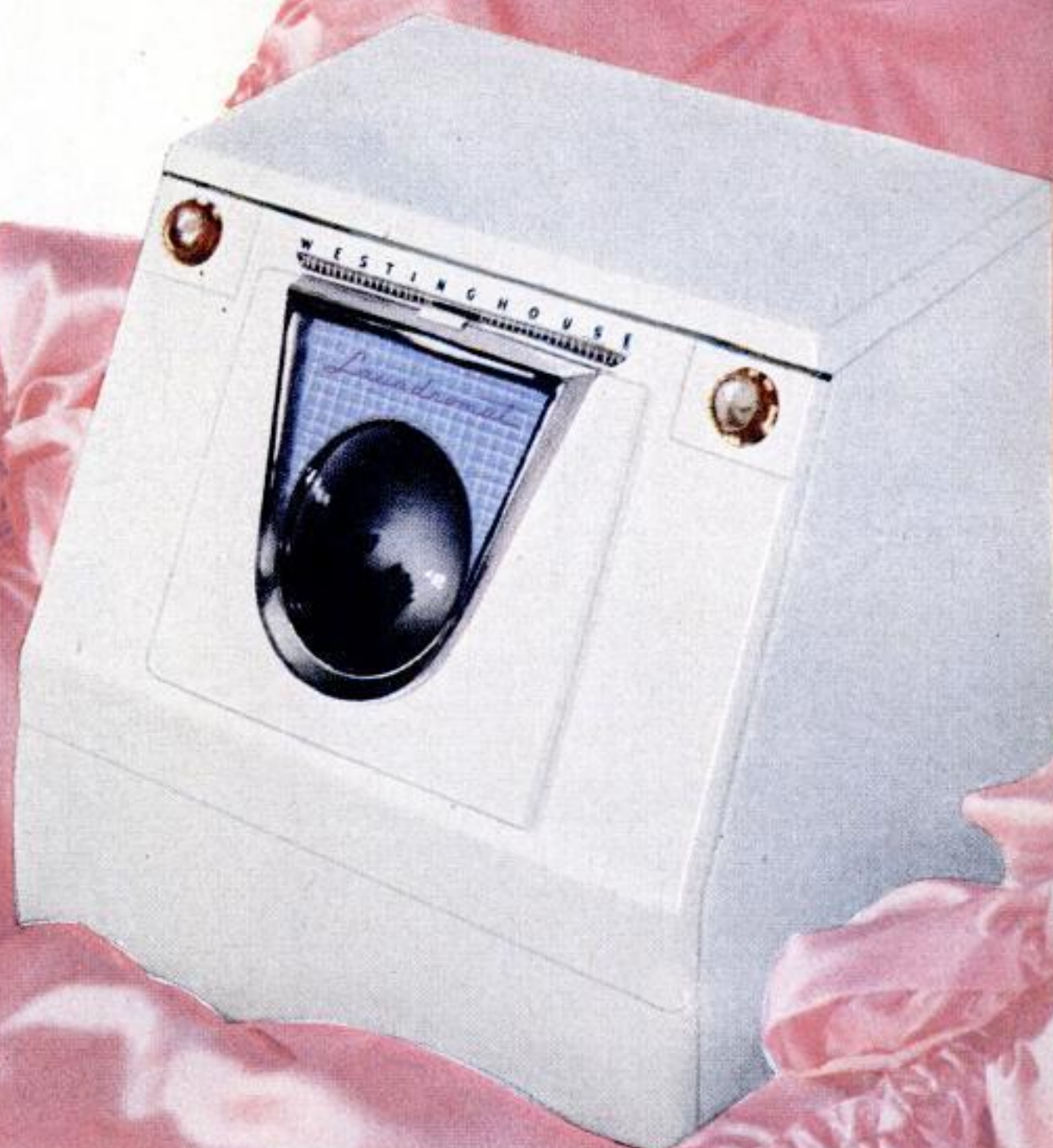
## Westinghouse *proudly announces*

the arrival of the 1953 Twins  
The LAUNDROMAT® Automatic Washer  
The Electric CLOTHES DRYER  
and cordially invites you to see them.

They have so many features you're going to like instantly... for example, the exclusive combination of the Weigh-to-Save Door and Water Saver on the Laundromat, that assures big hot water and soap savings.

You'll take an admiring look, too, at the exciting new features of the Clothes Dryer such as the Singing Signal that croons a tune when clothes are dry... the 3-Way Dry Dial and the new direct "air-flow" system.

Your Westinghouse Retailer is having visiting hours starting immediately. Drop around.







**FREE**

*to the proud parents of each set of Twins  
born anywhere in the United States or Hawaii  
on September 23, 1952*

**Westinghouse**

*will deliver, absolutely free, a brand-new set of  
1953 LAUNDRY TWINS*

*... in addition, Gerber's will award  
750 of their famous Gerber's Baby Foods*

*For full details see your Westinghouse Retailer!*

**YOU CAN BE SURE... IF IT'S Westinghouse**

WESTINGHOUSE ELECTRIC CORPORATION • • • MANSFIELD • OHIO



# America's Favorite and Finest Enamel!



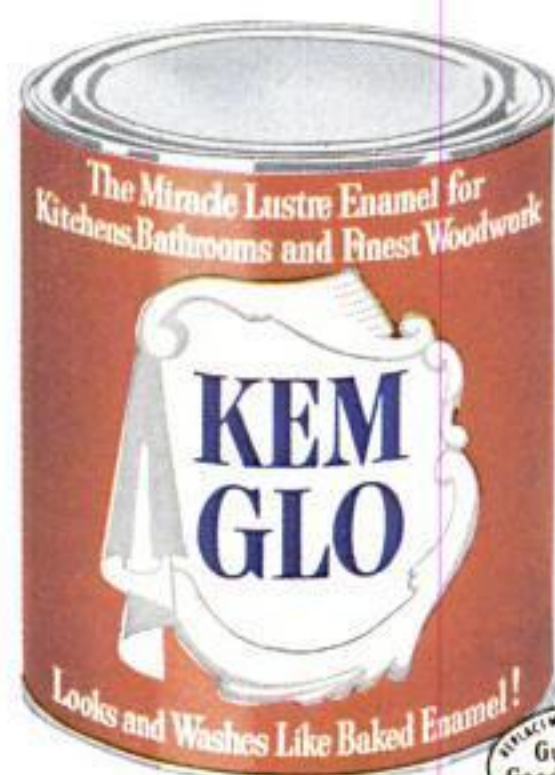
KEM-GLO on walls and ceiling resists steam, moisture, cosmetics and such bathroom hazards.

KEM-GLO for all woodwork . . . furniture, too . . . withstands scuffing, is easy to keep clean.

A kitchen that always looks sunny! KEM-GLO Sunbury Yellow on cabinets and walls. The whole color scheme chosen from the Color Album. And it's easy to keep spotless!

READY-TO-USE...  
JUST STIR AND APPLY

\$1.45 PINT  
\$2.49 QUART  
\$8.35 GALLON



## KEM-GLO®

*So Beautiful!  
So Durable!*

### LOOKS and WASHES LIKE BAKED ENAMEL

There's no enamel like it. It has a rich subdued lustre. It's so tough even boiling hot water won't harm it. Fruit juices, beverages, cooking spatters, cosmetics, kiddies' crayon drawings . . . wash off as easy as washing your refrigerator. It resists scuffing and chipping, too. That's why KEM-GLO, the miracle lustre enamel, is first choice for kitchen and bathroom walls and ceilings, for all woodwork throughout your home . . . yes, for furniture, too. It's so easy to apply. Just stir and brush it on. In 3 or 4 hours it's dry. KEM-GLO comes in 16 gorgeously styled colors and a real white white that stays white. Plus hundreds of lovely combinations of intermixed colors.

### SUPER KEM-TONE... The De luxe Easy-to-Use Wall Paint

Repeated Washing Can't Mar Its Matchless Beauty!

America's No. 1 wall paint . . . rich as velvet . . . yet so amazingly durable that repeated washings won't mar its beauty. Ready-to-use, easy-to-apply . . . so quick to dry you can have a "new" room in a day. Lovely colors, matched to KEM-GLO.

\$1.65 QUART \$5.19 GALLON  
(Deep Colors Slightly Higher)



Ask to see the Color Album.  
Hundreds of color schemes.

Kem Products Distributed by . . .

Acme Quality Paints, Inc., Detroit  
W. W. Lawrence & Co., Pittsburgh  
The Lowe Brothers Co., Dayton  
John Lucas & Co., Inc., Philadelphia  
The Martin-Senour Co., Chicago  
Rogers Paint Products, Inc., Detroit  
The Sherwin-Williams Co., Cleveland

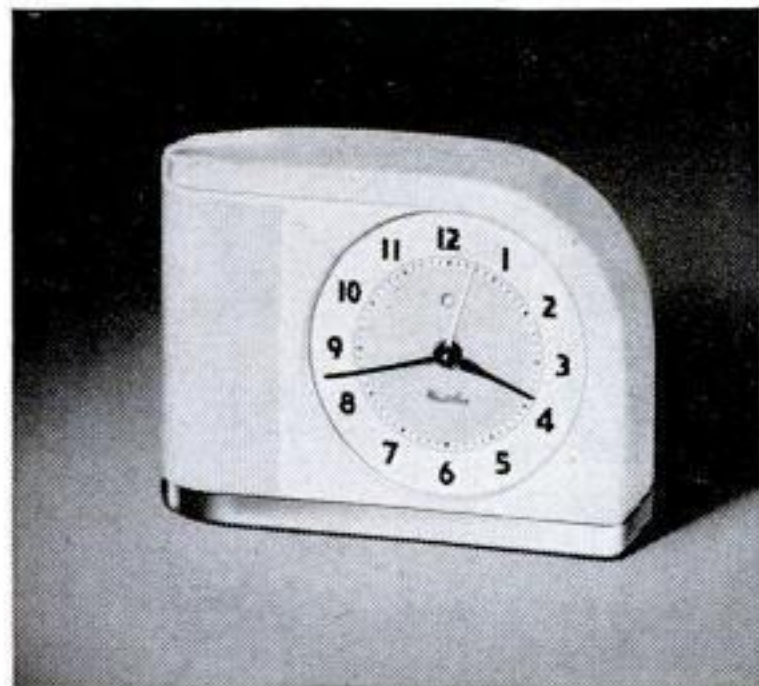
If you wish, we will gladly recommend a painting contractor for any of your painting needs.



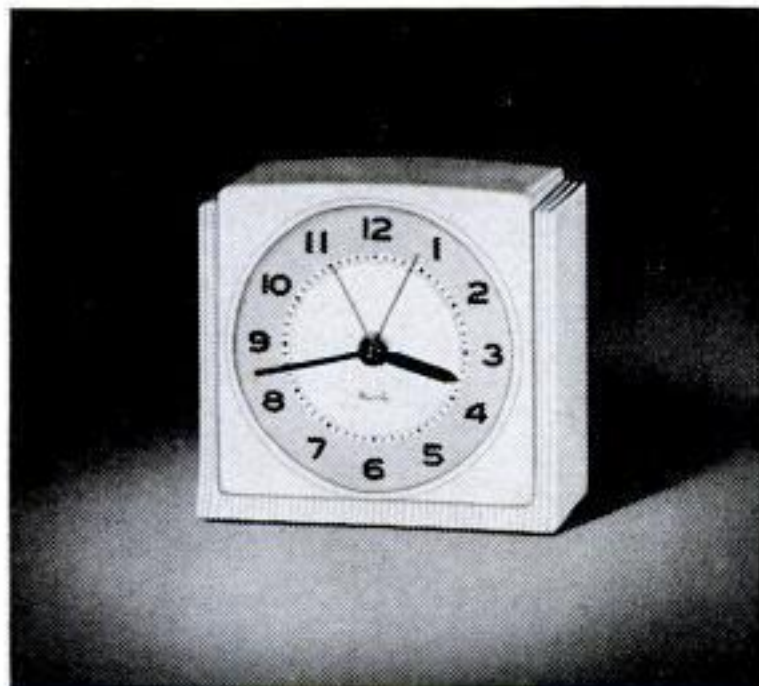
SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



**MOONBEAM** Electric Alarm. This completely different kind of electric "alarm" calls you *silently*. First call is a blinking light; later joined by audible alarm. \$9.95. With luminous dial, Moonbeam is one dollar more.



*they're*  
**Westclox**  
*...they're*  
**Electric**  
*...they're*  
**Different!**



**BANTAM** Electric Alarm. This good-looking little chap is small in size and low in price. Only 3½ inches high. His clear-toned bell alarm has a cheerful call. \$4.35. With luminous dial, Bantam is \$5.00.

Prices do not include tax and are subject to change

**WESTCLOX**

*Electric Clocks*

Made by the Makers of Big Ben

PRODUCTS OF **GT** CORPORATION  
GENERAL TIME

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## Get your copy of this exciting NEW MILK-BONE DOG BOOK

# "Plain Talk About Dogs"

written by America's 1st Lady of Dogdom

—Mrs. Sherman R. Hoyt

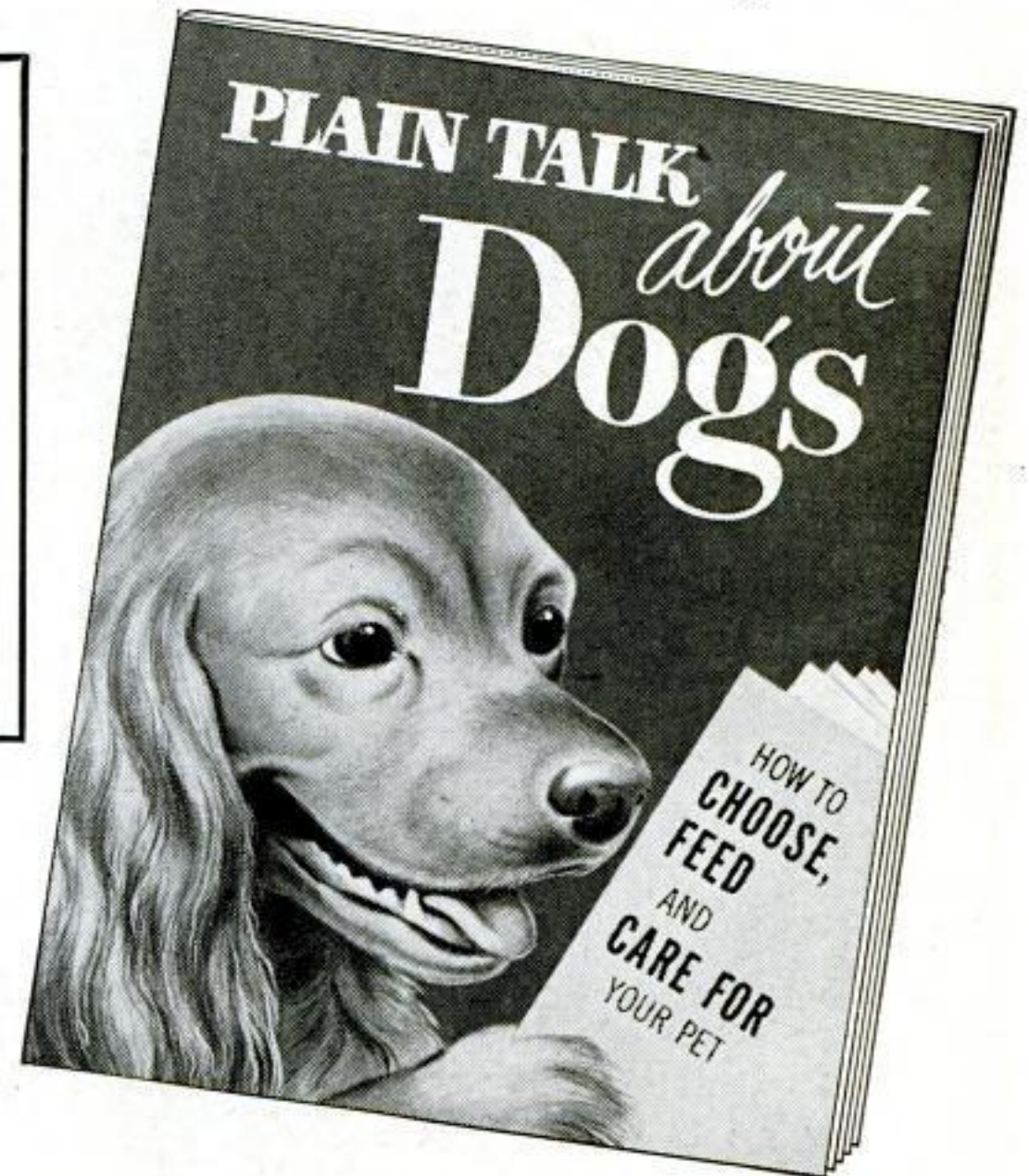
Mrs. Hoyt, the country's foremost breeder of Poodles, has won more than 1,000 blue ribbons with her championship dogs, including Best-of-Show Prizes at the Westminster and Morris-and-Essex Dog Shows. She is a well known judge of many breeds and for the past few years has been television commentator for MILK-BONE at the Westminster Dog Show at Madison Square Garden.



Photo by Toni Frissell

### FASCINATING CHAPTERS COVERING

General History of Dogs  
Choosing Your Dog  
Feeding  
Care and Handling  
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Dog Shows  
Cats



- ★ Unique features for all dog lovers
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- ★ Helpful hints on selecting the right dog
- ★ Informative chapter on cats
- ★ Yours for 1 box top from either MILK-BONE Dog Biscuits or TINY-BITS and 10¢ to cover mailing and handling.



This entirely NEW and DIFFERENT book is brought to you by the makers of famous MILK-BONE Dog Food Products, a favorite brand of dog food for many, many years.

### FACTS EVERY DOG OWNER SHOULD KNOW

"There are no 'bad dogs,'" says Mrs. Hoyt. "But there are badly handled and misunderstood dogs. It is the responsibility of the owner to know and train his dog—to give it proper care and con-

sideration." Your dog should be a great source of pleasure to your whole family if you train and feed him correctly. And you will know how to do it, when you read this book.



### DON'T MISS THIS OPPORTUNITY!

#### MAIL COUPON TODAY!

MILK BONE Dog Book, Dept. LM-9  
Milk-Bone Dog Biscuit Bakery  
446 East 10th St., New York 9, N. Y.

Please send me the NEW MILK-BONE Dog Book. Enclosed is a MILK-BONE box top plus 10¢ in coin to cover mailing charges.

Name.....

Address.....

City and State.....

This offer good in United States only

NATIONAL BISCUIT COMPANY







**1**  
**ROMAN GLADIATOR** appeared on TV in this disguise "because he is a 20th Century gladiator."



**2**  
**HAIRY ASTROLOGER** puzzled panel 280 seconds. He was described as interested in numerology.



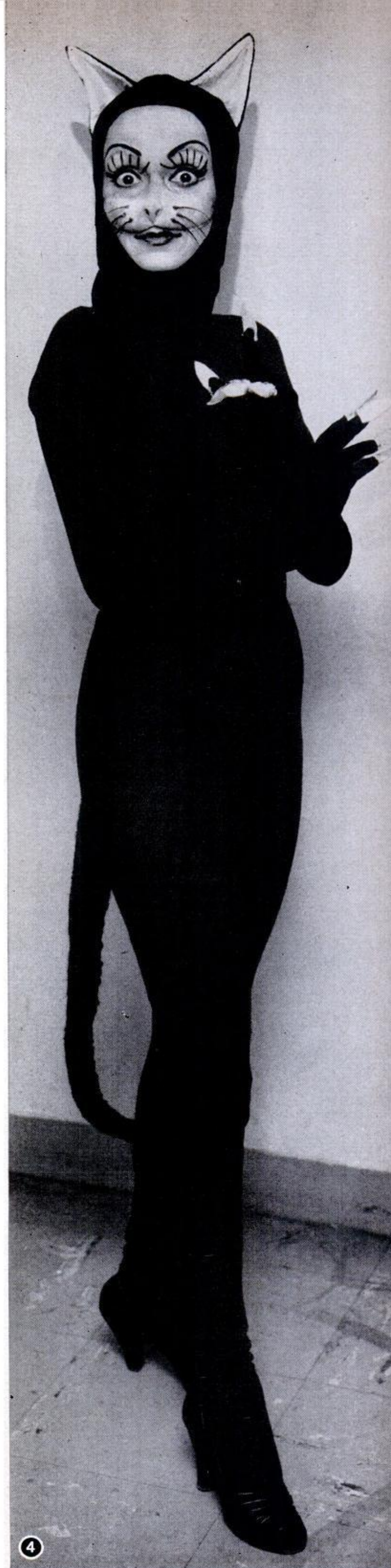
**3**  
**INDIAN CHIEF**, actually a part-Indian, scowled fiercely, baffled the panel for 4 minutes 55 seconds.

## SPEAKING OF PICTURES

Can you identify these  
disguised TV celebrities?

The rash of guessing games spreading across TV this summer produced a new hit show in *Masquerade Party* (NBC-TV), a puzzler which cloaks its guest celebrities in getups like those shown here. A panel is then given a few clues which hint at the reasons for the disguises. With five minutes to guess each celebrity's identity, the panel pays \$1 for every second it takes to get the right answer. Four programs cost the panel \$4,000. In the spirit of *Masquerade Party*, LIFE presents some big name figures in their disguises—along with the clues given on TV. Check your guesses on page 22.

**CURVY KITTEN**, called merely "female animal," inspired male panelist to offer her a bowl of cream.





5



**AS FAMED OHIOANS**, President and Mrs. Taft, couple from same state was named in 175 seconds.

7



**AS A HEROINE**, Ray Schmidt in "one of her most famous novels," authoress challenges panel.

6



8



**PART-TIME FARMER**, "retired from show business to write and farm," was linked to many women.

**HORACE GREELEY** and wife were described as a famous newspaperman and spouse now in politics.



# Florsheim Shoes



## are famous



## for the double life



## they lead



It's no secret that Florsheim Shoes lead a double life. That's one good reason why the millions of men who prefer Florsheim Shoes will wear no others. They want the fit, feel, and fine good looks that come with quality materials and workmanship—but they want most the low-cost longer wear that Florsheim Shoes have been delivering for 60 years.



The KENMOOR, S-1414, tan calf U-Wing tip; in black, S-1425

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

CONTINUED

### UNDISGUISED CELEBRITIES



BOXING CHAMPION JOE MAXIM; BANDLEADER VINCENT LOPEZ



PITCHER ALLIE REYNOLDS; STAR MARTHA SCOTT OF 'MALE ANIMAL'



FORMER PRICE ADMINISTRATOR MIKE DI SALLE AND HIS WIFE

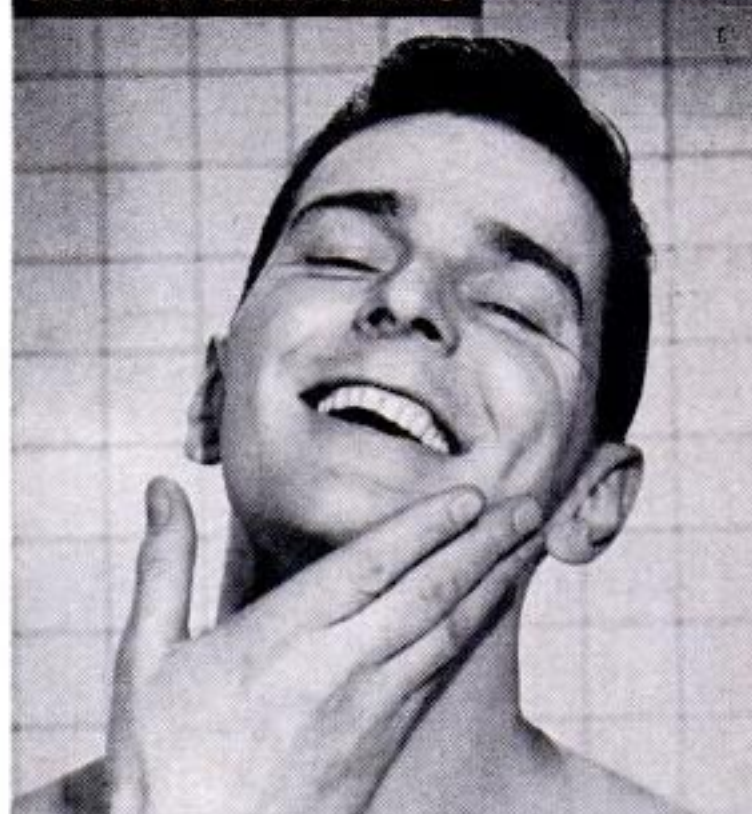


EX-NEWSMAN, NOW A SENATOR, BLAIR MOODY WITH HIS WIFE



AUTHOR FANNIE ('BACK STREET') HURST; BANDMAN ARTIE SHAW

### AFTER SHAVING



### Dim face shine

Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for men, of imported Italian talc, micro-pulverized for fineness.

### AFTER BATHING



### Relieves body chafe

After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!

Make the finishing touch



Largest selling men's talc in America



*Less work per word....*



*Electric Typewriters*

For demonstration or illustrated brochure, write to International Business Machines, Dept. A-3, 590 Madison Avenue, New York 22, New York.



# Now revealed! The **secret** of how you can



Larger air-spaces give light support for your lighter-weight  
**HEAD SECTION**

More Foamex—smaller air spaces—  
give firmer support for your heavier  
**MID-SECTION**

## *Exclusive in the* **FORM-FITTED MATTRESS OF Firestone**

There's nothing hidden inside this mattress, except a treasure, beyond price. A treasure of comfort...a lifetime of sleep-perfect nights.

Entirely different from all other mattresses, the *Foamex* Form-Fitted Mattress is made of nothing but all-pure, sweet Firestone latex whipped with air to a creamy foam. This foam is poured into a mould that looks like a giant waffle iron. It forms your mattress *in one piece*—yet gives you three different types of support, to float your heavier-weight mid-section on a level with your lighter-weight head and foot sections.

See how the air-spaces (Nature's own springs) in the center of your *Foamex* Mattress are narrower and spaced farther apart than the air-cores in head and foot sections. This construction gives the generous amount of buoyant, lively *Foamex* you need, to keep your mattress from sagging, where it gets heaviest wear. The edges, too, are reinforced with more firm *Foamex*, to take the punishment of "edge-of-the-bed-sitting."

*Foamex* is self-cooling, a boon to allergy sufferers. Millions of air-and-latex cells "breathe" with pressure to circulate fresh air through your bed. If you suffer from down- hair- or cotton-allergies, your doctor

has no doubt recommended the blessed relief of *Foamex* sleep.

**Try, test, compare!** Feel the soft-as-a-rose-petal *Foamex* texture. Notice the firm, deep support of *Foamex*. Sit and stretch out on it. See how the specially constructed matching Box Spring makes the most of *Foamex* comfort—gives you the benefits of a true spring ensemble. Whether you live in a small town or big city, you'll find this luxury combination—*Foamex* mattress and matching Box Spring—covered with exclusive star-studded ticking, featured at your favorite bedding or department store.



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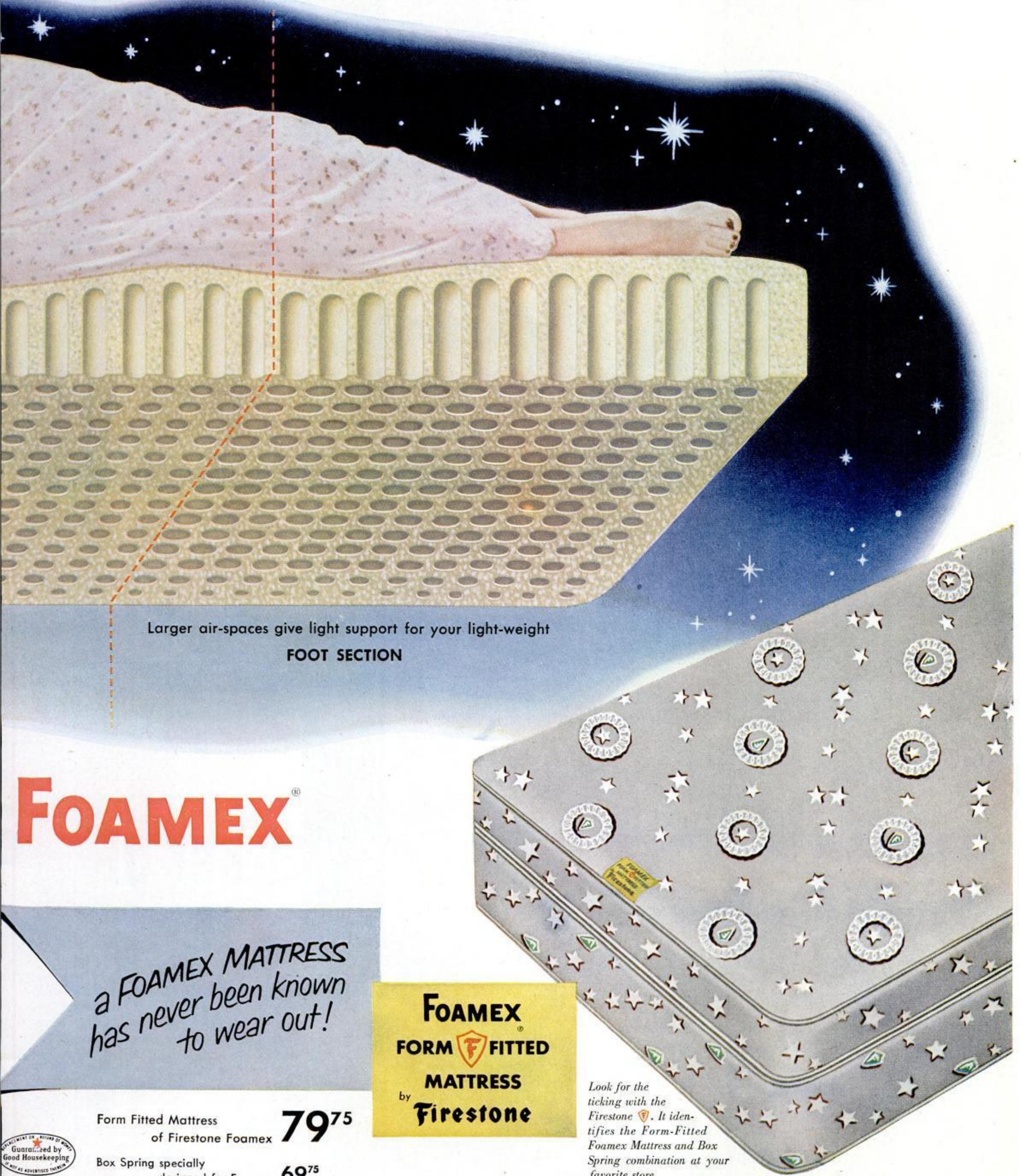
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# OF TIME, SPACE AND MISS SADIE

LIFE's weekly exploration of the world is something like going prospecting with a Geiger counter. You are likely to get loud clicks from almost any place in space, time or the area of the emotions. Sometimes the counter will reveal rich deposits in fields the oldtimers thought were exhausted; at other times it will alert one to a brand-new strike. Take this week's issue.

On pages 126 through 146 there is a moving first-person story from faraway and forbidden China. Then, on page 70, we come back to America and right into your yard. You may be surprised by the things that go on in and under your front lawn. On pages 116 through 125 there is a spectacular photographic essay on African tribal art. This not only takes you a long way off but a long way back—some of the carvings shown are 600 years old. Customs now current in Africa grew out of this ancient art, and some of the treasures in your local museum probably derive from it.

On pages 36 through 39 we report on what your next-door neighbor, the American Legionnaire, did at his convention

in New York last week. Then we skip back 50 years to tell you about the first woman driver in America ("Miss Locomobile"); and right after that comes a preview of the new "Siren Look" for women which will be making news next week and for weeks to come.

Emotionally you can contrast the implacable hatred of the Communists for a Scotland Yard informant (pp. 40, 41) with the friendly hand which you, as an American, extended to members of an alien faith, the thousands of Moslems whose pilgrimage to Mecca would have been impossible without U.S. Air Force help (pp. 29 through 33).

If all this travel has left you a little breathless, we suggest you turn to page 148 and meet 77-year-old Sadie North, who would take this kind of traveling right in her stride. As a matter of fact, it would have been nice if Miss Sadie had been available to help us with *next week's* issue. We are following Eisenhower and Stevenson in the campaign's hottest week to date, as they make speeches from New York to Florida to Denver and a lot of points in between.

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## LIFE'S COVER

The young lady in red is Susie Parker, 19, who last appeared on the cover in a spotted nightshirt (LIFE, Dec. 3, 1951). Her more formal attire this time consists of a floor-length sequined dress and stole (Traina-Norell, about \$1,000) which is the snakiest example of the season's favorite fashion, the siren look. Its slim silhouette limits the new style to a well-proportioned few. But the lucky ones who can manage the kind of clothes shown on pages 98-102 can well expect to hear the whistles this fall.



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LIFE SAVINGS SPENT AND LIFELONG DREAM OF VISIT TO MECCA SEEMINGLY BEYOND REACH, BEARDED PILGRIM COLLAPSES IN GRIEF ON RUNWAY AT BEIRUT

## U.S. IS THE PILGRIM'S FRIEND IN NEED

It is written that at least once in his lifetime every Moslem must, if he is able, join the pilgrimage to Mecca beginning yearly on the eighth day of the month Dhu'-Hijja. It is believed the pilgrim will be seven times blessed in years when the holy journey begins upon a Friday.

The day fell last Friday, and as it neared, religious fervor surged through Islam. In this year of seven-fold meaning, many thousands, who had hoarded all their lives in hope of seeing Mecca, could go because of a great and

unexpected blessing. The Saudi Arabian government, now rich in U.S. oil dollars, remitted the \$53 head tax which it usually levies on pilgrims to the holy city near the Red Sea.

Over one hundred thousand pilgrims traveling by bus, boat and camel arrived in the Moslem holy land well before the pilgrimage deadline, set for Thursday by Saudi-Arabian authorities. But 10,000 more from Turkey, Syria, Iraq, North Africa and Iran were betrayed by the modern age of air. They came to Beirut, Lebanon, armed

with \$128 round trip tickets, only to learn they had paid their money to three Middle Eastern airlines which had too few aircraft to carry them all to salvation 800 miles away.

Stranded pilgrims soon overran the city. It was apparent that almost 4,000 must be left behind. In this human emergency, help suddenly came to the faithful from a most unexpected source (*following pages*)—the "infidel" U.S. which, in recent times, has been a whipping boy for the nationalistic angers of Moslem leaders.



## HOSTILE KASHANI



**AS GRIM NATIONALIST**, Mullah Kashani is shown in early 1951. He stirred Iranian people to anti-U.S. riots because of U.S. position on oil and aid to Israel.



**RIOT'S GOAL** in Iran was to expel Americans, using posters like this one deriding "shopworn" U.S. goods.

## 'MAGIC CARPET' FLIES TO MECCA

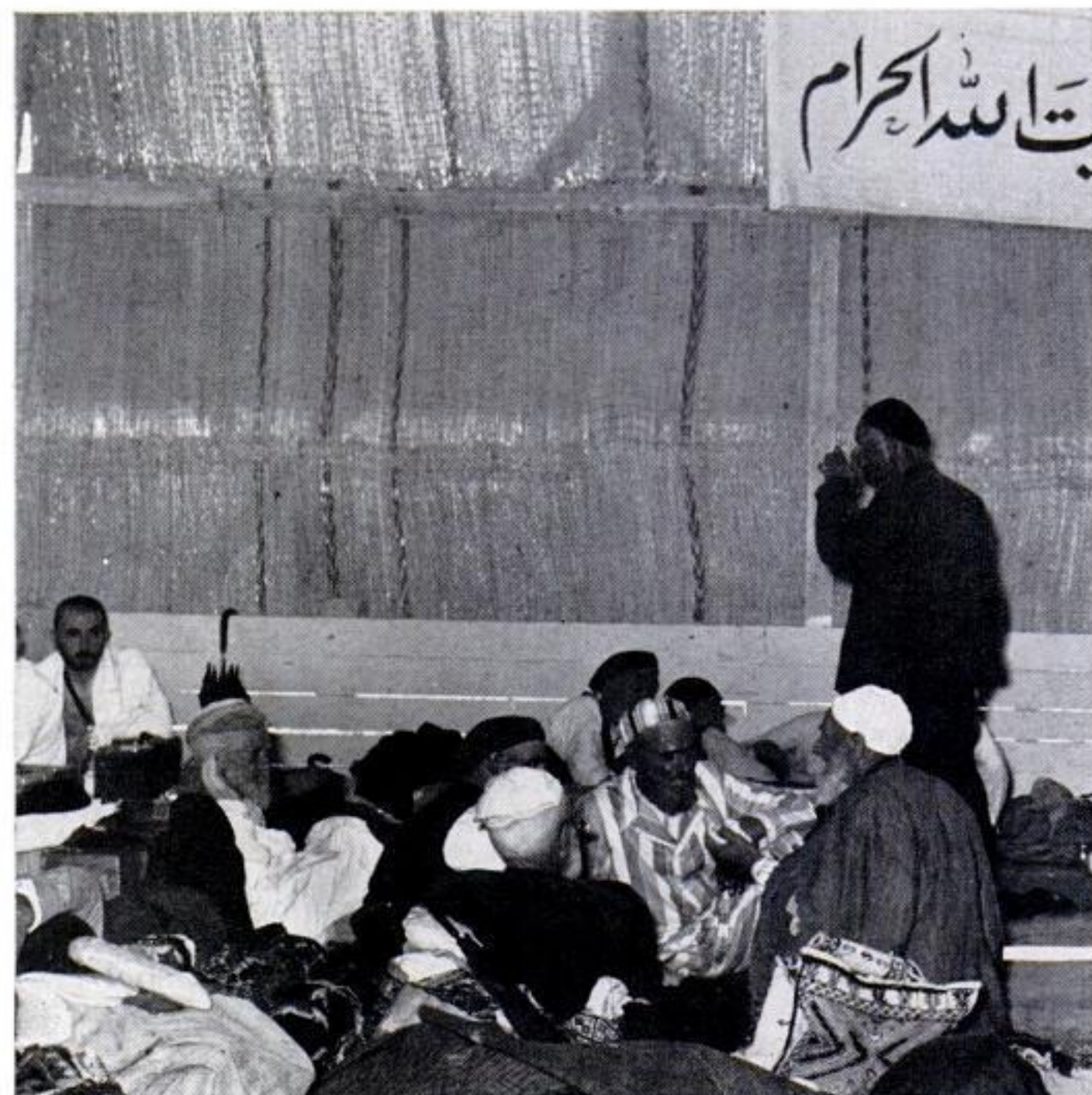
In Beirut a Kansas-born Christian, Harold B. Minor, U.S. minister to Lebanon, was stirred by the pilgrims' plight. He saw how the U.S., by helping Islam, might counter the fanatic ill will of such America haters as Mullah Ayatollah Kashani, speaker of the Iranian Majlis (lower house). Minor rushed an emergency cable to the State Department.

The answer came within hours. Thirteen Air Force C-54s left Paris, Wiesbaden and Tripoli. Sunday night and Monday morning—three days before the deadline—they roared into Beirut, a magic carpet for the pilgrims who, mostly old and exhausted by the hot sun, had nearly lost hope of ever becoming "Hajji"—pilgrims in Mecca. There was no time to waste. The planes took off, each with 50 of the faithful. They flew the 11-hour shuttle to Jidda (near Mecca) around the clock. The first day they delivered 1,000 pilgrims; some weary crews flew 27 of the first 40 hours.

News of this great good deed thrilled Islam. It was made even better when a private group, the American Friends of the Middle East, provided each wayfarer with a lunch of bread, cheese and olives. The anti-U.S. Beirut paper *Al Massa* wrote: "The holy Koran says 'Good deeds erase

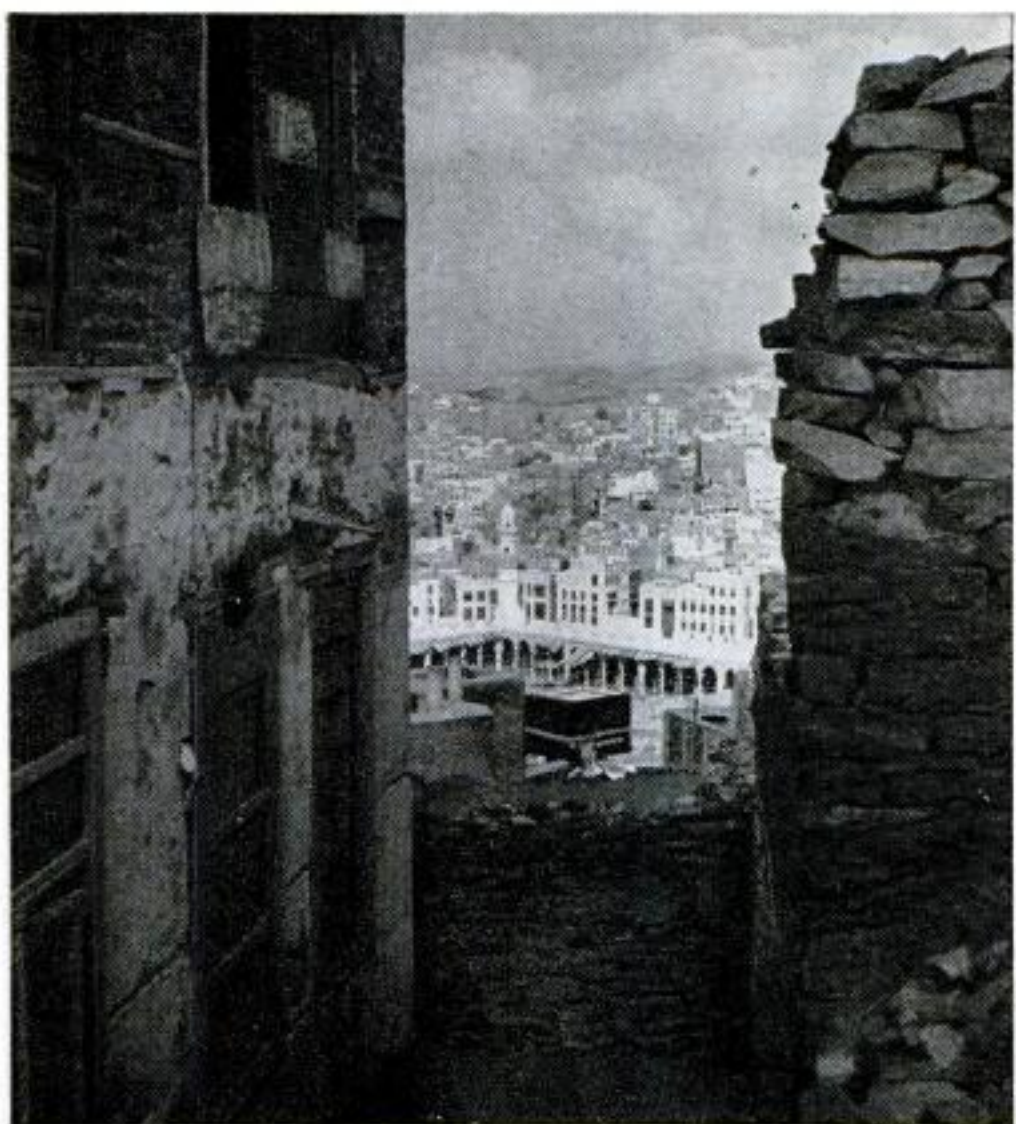


**WISTFUL**, the pilgrims stand in the sun and gaze at commercial plane which has no room for them. Local merchants did a rushing business in umbrellas.



**EXHAUSTED** by age, heat and withering hope, and with nowhere to go, the pilgrims wait listlessly inside crude shelter provided by Lebanese government.





**PILGRIMS' GOAL** is Ka'ba (center), Mecca's holiest spot. Here lies "black stone" given Abraham by Gabriel.

## TURNING ENEMIES INTO FRIENDS

bad ones.' America's bad deeds are many but God will forgive them."

Then, in the midst of making humble friends, the U.S. made an exalted one. Among Iran's pilgrims was anti-American Mullah Kashani, who is at least as powerful as Mossadegh himself. Kashani had counted on King Ibn Saud to send a personal plane for his pilgrimage. When it did not come, the mullah had to accept passage with the Air Force. In flight he gratefully kissed both pilot and co-pilot.

Though the magic carpet roared in and out of Jidda every hour, a danger grew that the great good deed could not be completed. Tuesday and Wednesday went; the deadline loomed, and hundreds still waited to go. Then the Saudi Arabian government, stirred to admiration by the mighty effort, extended the deadline to noon Friday. The last plane took off at 5:22 Friday morning, and at 10 o'clock—with two hours to spare—the last of 3,763 pilgrims was in the holy land. They had, by the grace of Allah and the U.S. Air Force, made a journey to rival the legendary feat of Mohammed himself who, it is written, once rode the white horse Al Borak through the skies from Mecca to Jerusalem in the space of a night.



**INCREDULOUS** derelicts hear from official of overloaded local airlines that the U.S. Air Force is coming. "Praise Allah, praise America!" they shouted.



**GRATEFUL KASHANI**

**AS DELIGHTED PILGRIM**, Kashani relaxed smilingly Wednesday, Aug. 27 at Beirut when he learned Americans, not resenting past, would fly him to Mecca.



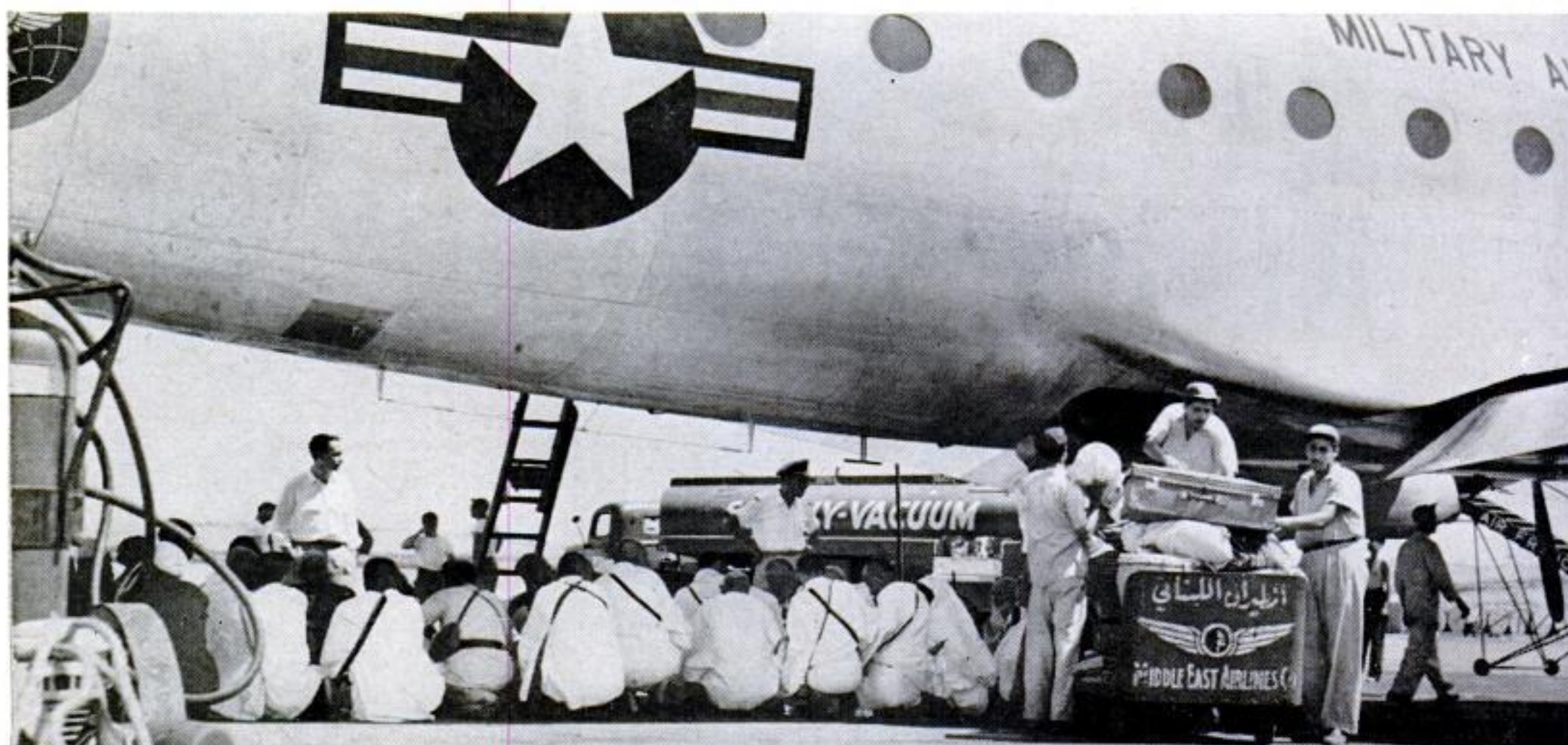
**GRATEFUL** for a good deed well begun, a Turkish pilgrim expresses gratitude to U.S. Minister Harold Minor and Air Force Brig. General Wentworth Goss.





**SHADED PILGRIM** rests on his prayer rug, making a pyramid of patience with his possessions and propped um-

brella. When they were nearly ready to leave, most pilgrims changed into ihram, traditional white robes of pilgrimage.



**WAITING PILGRIMS**, now sure turn will come, squat under a plane while flight crew gasses up and reloads for

another round trip to Jidda, seaport 40 miles from Mecca but as near as infidel Americans were permitted to come.



**PRAYING PILGRIMS**, led by the young Sheik Tahsin Boyuk Korukju, hold hands palm upward in supplication

as they make ready to board plane. Often they turned to tired U.S. airmen, saying in Arabic, "Allah will bless you."

BOARDING U.S. PLANE, PILGRIMS' LIFETIME GOAL IS WITHIN REACH AT LAST →







# RECALLING ALL LIBERALS TO THE REAL FIGHT

## HOW CAME MCCARTHYISM?

The term McCarthyism, glibly used, seldom defined, was conceived in politics by politicians for political purposes—a fact now conveniently forgotten.

If Mr. Truman & Co. had not derided the issue of Communist infiltration of the U.S. government, it might never have gained currency. But the President did call the Hiss case a "red herring" and Secretary of State Dean Acheson did "refuse" to turn his back on Alger Hiss. So in 1950—a Congressional election year—another smart politician with an elastic conscience aimed low at an obvious target. The junior senator from Wisconsin, Joe McCarthy, charged that there were 205 persons, known by Secretary of State Dean Acheson to be Communists, who were still in the State Department. Joe never proved his charge, numerically or otherwise; instead he went on making more sensational accusations.

Since these charges obviously hurt, the Senate Majority started an investigation. It was so patently partisan on behalf of the Administration and so obviously superficial that McCarthy became more and more reckless. When he tackled Owen Lattimore—an effective target because of his fellow-traveling ideas—he called him a spy, a charge which McCarthy never did prove. He imputed treason to Philip Jessup, U.S. Ambassador at Large—an absurd charge whatever one thought of Jessup's pathetically bad judgment on foreign policy. As for General George C. Marshall—who was, in fact, a tragic failure in China—McCarthy read himself outside the bounds of decency with his fantastic charge that the general had been a party to "a conspiracy so immense, an infamy so black as to dwarf any previous such ventures in the history of mankind."

So McCarthyism—a synonym for reckless accusation—was born.

A minor objection to McCarthyism is that such exaggeration enables the Administration to escape responsibility for its own lax record.

The case against the most extreme form of McCarthyism is the same as the case against slander.

The subject of McCarthyism has not been much discussed on this page. If anybody feels that we ought to apologize for neglect, we will. But if anybody has any doubt about our opinion we can make it clear in the classic brevity of Calvin Coolidge: We are against sin and we are against McCarthyism.

Having said that plainly enough (we hope) to satisfy even the most suspicious liberal, we would like to mention another thing we are against. We are against Communism. That, of course, we have said before. In fact the subject of Communism has taken up more space on this page—and in the leading articles of this magazine—than any other subject since the war.

In September 1944, nearly a year before World War II was over, *LIFE* published an article by Ambassador William C. Bullitt pointing out the postwar threat of Communism. This article brought from our readers a greater volume of hostile letters than any other serious article *LIFE* ever published.

Since then *LIFE* has published dozens of articles by leading authorities on the fight against Communism. Most notable perhaps have been four "key" articles by John Foster Dulles, the last of which was published last May and received the approval of both General Eisenhower and Senator Taft.

Meanwhile we have published not less than 100 editorials on the struggle against Communism. These editorials have pointed out the sheer wicked inhumanity of Communism and the wicked ideology of Communism which is the *direct* cause of its frightful inhumanity, the organized murder of at least 20 million people and the imprisoned wretchedness of hundreds of millions. Murder, Inc.? Its address is the Kremlin, Moscow. Its branch offices are every Communist cell in the world. Its traveling salesmen are men like Owen Lattimore, whom we would call a fellow traveler but whom the McCarran Committee called "a conscious articulate instrument of the Soviet conspiracy."

We have also done our best to support every reasonable positive effort to rid mankind of this Communist horror. We have supported the Marshall Plan, the organization of the defense of Europe, and when President Truman, after his famous victory in 1948, cut the defense budget to a fraction of what he has now built it up to, we denounced him. A dollar of aircraft in 1948-49 would probably have saved us \$10 today.

Is this why we didn't get around to editorializing on McCarthyism? Partly yes. Partly, as we look back, it seems that every week we had something more important to talk about—except in those weeks (too few) when we had an irresistible urge to take a brief holiday from the world crisis and talk about baseball or some minor and popular American sin like gambling.

And sin brings us back to McCarthyism. That's sin all right—at least according to the rules we were taught. But what kind of sin is

it? Churchmen sometimes speak of "venial" sins and "mortal" sins. Without consulting the moral theologians, we'd classify McCarthyism as a venial sin. Communism is a mortal sin. Contemporarily, Communism is the Great Sin Against Humanity.

But let's look at McCarthyism in strictly American terms. McCarthyism is one form of "campaign oratory." Any orator in this 1952 campaign who makes sweeping, ill-founded charges about a group of people (the opposing party) is guilty of a mild form of McCarthyism. Henry Wallace used to call Wall Streeters "fascist"—and "fascist" in those days was the nastiest word you could use. Henry Wallace, Vice President of the United States, was a prize example of McCarthyism. But long before that, and all the way through American history, there were men like William Jennings Bryan. The Boy Orator of the Platte, expressing the genuine grievance of many underprivileged, attacked the actual wickedness of "robber baronism." But in his wholesale vilification of business and businessmen Bryan was sowing seeds of class warfare from which we have not yet fully recovered. Bryanism was an example of McCarthyism.

McCarthyism is a form of exaggerated campaign oratory; it is also abuse of the freedom of speech we enjoy in this country. Every single individual, including the editors of *LIFE*, who lapses from his highest sense of responsibility to truth, is guilty, in some degree, of McCarthyism. But we believe in free speech—we believe that the best cure for exaggeration and distortion is the counterattack which will be made and is made, against the exaggerations and distortions. Of this the history of McCarthyism is a superb example. No one has been more energetically counterattacked than Senator Joe McCarthy. In fact, the very word McCarthyism is the cannon fire of anti-McCarthyism.

We would like to see a perfect America. We can dream of it—an America where everybody is full of Christian charity toward everybody else, where all our problems are discussed with perfect intellectual lucidity and calmness. We ought to get on toward such a utopia of the spirit because, in America, we have such material blessings. If to go forward to such an America means to denounce the excesses of a Joe McCarthy—as it does—then all credit to those thousands of free speakers who have already done such a thorough job of denouncing McCarthyism.

The point of this editorial is just this: now that the case against McCarthyism has been so well made, we would like to recall all honest liberals and all serious Americans to the real danger—the terrible danger to America. That danger is Communism.

McCarthyism is a venial sin, which every one of us needs to fight against in himself. Communism is, in our time, The Great Sin Against Humanity. We need to fight against that—together and unitedly.





## MOTORCYCLISTS END A DAY AT THE RACES

In Hamburg last week the International Motorcycle Races had just got under way when two of the machines collided. Both went out of control, strewing two drivers and two sidecar riders over the track like tumbled tenpins in a

bowling alley. Then the motorcycles roared on into the crowd, killing two spectators. Four participants and 20 spectators were injured in the crash, but the races went grimly on; before the day was over 27 people had been hurt.





**LONGHAIR LEGIONNAIRE**, William Fournier, sporting beret, belongs to original Paris Post No. 1.



AT CONVENTION, MEMBERS OF THE CALIFORNIA DELEGATION (FRONT ROW) LISTEN TO ONE OF THE

## A HARDWORKING LEGION LAYS



**IN WORLD WAR II** the incumbent and leading candidates for Legion commander's office looked like this. At left is Lewis Gough (rhymes with cough), then Navy commander. Next is Candidate Walter Alessandroni, then a Marine captain. At right is retiring Commander Donald Wilson, who was an Army captain.

The constitution of the American Legion says in its preamble: "For God and country we associate ourselves together for the following purposes: to uphold and defend the Constitution of the United States; to maintain law and order. . . ." It has occurred to nonmembers that the Legion must surely do better with the first project than with the second. In the past when Legionnaires got together, law and order suffered; in city after city, at their annual national conventions, members have teased girls, blocked traffic, squirted water and generally disturbed the peace. Their high jinks have always overshadowed the serious work that is the purpose of the meetings; while the jokesters gamboled (and got most of the publicity), the official Legion in the 1920s warned the nation of Communism, in the 1930s predicted a Japanese attack, and during World War II mapped plans that culminated in the now famous GI Bill of Rights.

Last week when the Legionnaires showed up in New York City 100,000 strong for their 34th national convention, serious business had become

GUARDING SPEAKER'S STAND, CONVENTION OFFICIALS CONFER AROUND A WATCH AS THEY TRY TO FIGURE OUT A WAY TO KEEP MEETINGS ON SCHEDULE







SPEECHES. IN ALL THEY HEARD 15, AMONG THEM TALKS BY SECRETARIES OF ARMY, NAVY AND AIR FORCE

## THOSE WATER PISTOLS DOWN

the obvious as well as the underlying order of the day. At its start, outgoing National Commander Donald Wilson warned members this was to be "a serious, working convention" and detailed 2,000 Legionnaires to see his edict stuck. Then committeemen set out to winnow from 640 resolutions sent in by some of the 17,000 Legion posts a list of "mandates" that would form next year's Legion platform. For the third time the Legion, now saying "our patience is exhausted," demanded the removal of Dean Acheson. It talked tough about Korea, saying the U.S. should stop respecting the "sanctuary" of the Reds' Manchurian bases, that the Reds should be told either to put up or shut up, and that U.N. forces should be freed from politics and try for military victory. It asked that NATO be strengthened, that relations with Spain be improved and that Russia be warned off the Middle East and Southeast Asia. The Legion, which does not endorse U.S. presidential candidates, nonetheless heard and applauded each (*next page*) according to members' individual tastes.



LEGIONNAIRE LOBBYIST, Brig. General Taylor, represented Legion in Washington 31 years.



AT THE CONVENTION the new commander, Gough (*left*), stands with Past Commander Wilson and loser Alessandroni, who had little chance. Though there were five candidates, Gough was regarded as a shoo-in from the start. He had been unofficial choice of Legion executive committee as long ago as last May.

TOP COMMITTEEMEN WHO FORMULATED LEGION FOREIGN POLICY ARE DIRECTOR BEURT SERVAAS (*left*), CHAIRMAN ROGERS KELLEY AND LEON HAPPELL



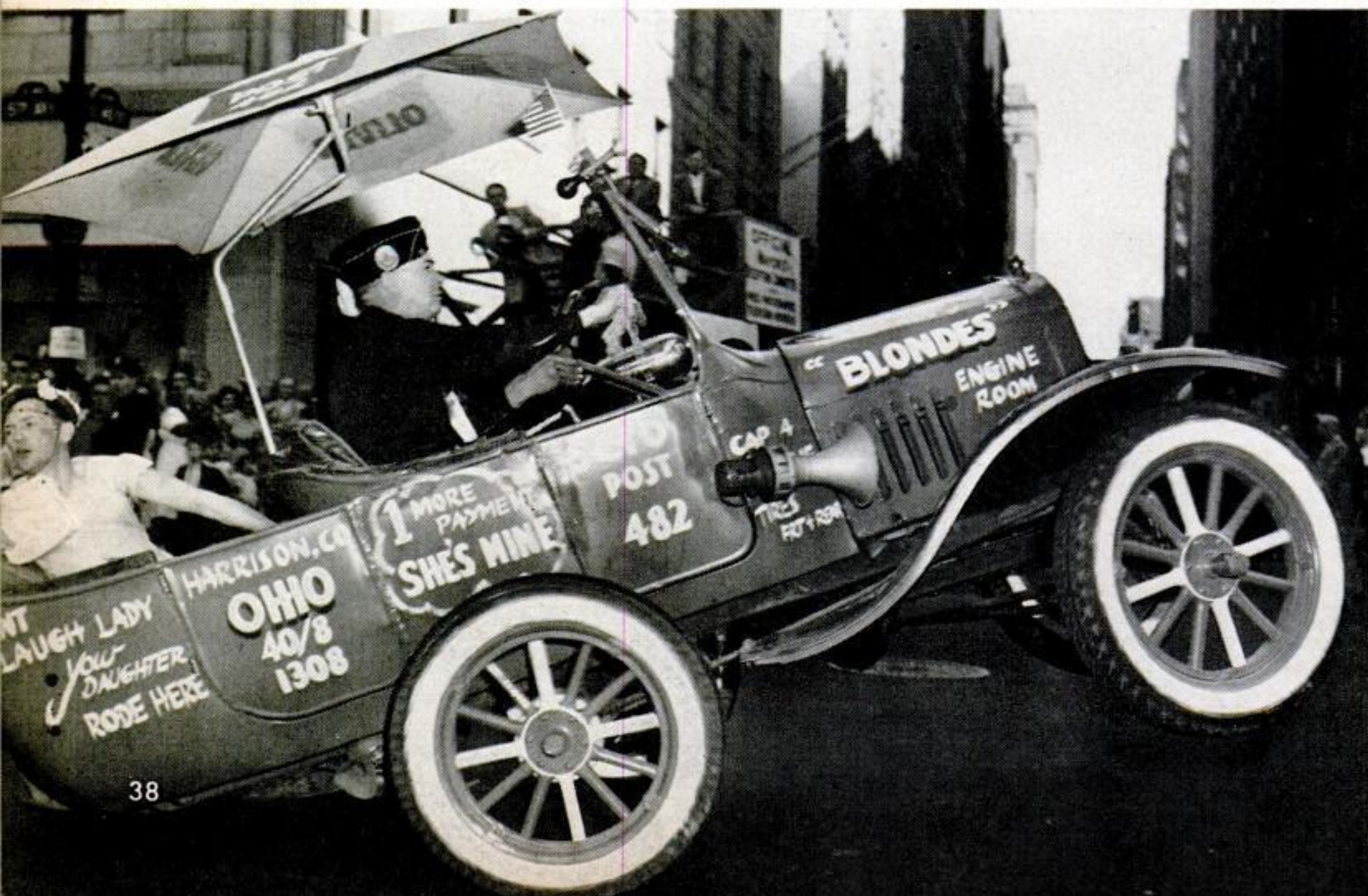
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**GIMMICKS IN PARADE** include a marcher equipped as a one-man band, rearing autos (below),

40 & 8 locomotives and West Point cadets. One group in clown garb was banned as undignified.



**LEGIONNAIRE STEVENSON DEFINES PATRIOTISM**

## THE BIG PARADE AND

The biggest noise in New York, of course, was the Legion's big parade and statistically it stacked up with the best. As 3 million watched, 75,000 marchers tramped up Fifth Avenue for 9½ hours. Measured by New York's favorite standard—the amount of paper thrown from windows—it clocked a satisfying 740 tons. But it was in convention hall, in Madison Square Garden, that the Legion meeting took on a new and real importance in the eyes of the world as a whole. There, for the first time in the Legion's history the presidential nominees of the Republican and Democratic parties—both of them Legionnaires—made major speeches.

Taking place on the eve of the great campaign, the Eisenhower and Stevenson speeches could hardly have been expected to live up to their nonpolitical billing, and they did not. Speaking on Monday, Eisenhower, who had some trouble with his prompting machine and



**ADLAI GREET'S VET** who came in wheelchair. "Ad Men's" on cap is name of his Chicago post.





LEGIONNAIRE EISENHOWER DISCUSSES PEACE

## SOME BIGGER ISSUES

paraphrased his prepared text, soberly outlined what was in effect a new foreign policy. The nation, he said, has no need to live in a climate of fear, but it must not sit by as Russia engulfs other nations—he listed 16. The U.S. cannot rest, he said, until these nations are liberated and there is a "ring of truth around the world."

On Wednesday, Stevenson, defining patriotism, called it not short bursts of emotion, "but the tranquil and steady dedication of a lifetime." He warned "it is easier to fight for principles than it is to live up to them" and lit into policies the Legion itself has upheld. He would resist, he said, pressures from veterans' groups. He denounced, though not by name, McCarthy, whom the Legion has honored. The new Legion, more responsible and more concerned with the affairs of the nation than ever before, cheered both speeches heartily—even Stevenson's remarks about veteran pressure.



**IKE GREET VETS** who sat in wheelchairs along parade route. He stopped to shake hands with 30.



**A CANDIDATE ON PARADE**, Richard Nixon, the G.O.P. vice presidential nominee and Legion

delegate, projects vigorous charm in acknowledging cheer. Ike marched at head of Kansas delegation.



# A SPY ON THE REDS RUNS FOR HIS LIFE



*This summer the London edition of the Communist Daily Worker published the two cryptic items that are reproduced above. Last week the details of how and why Anthony Mathews and Mary Johnson were expelled from the Communist party came out. Mathews is a loyal 20-year-old Irish-Canadian merchant seaman who last fall fell ill of a bladder ailment while on a voyage to Rostock in Red Germany. He was taken to a Communist-run hospital, inexpertly operated on, fed only black bread and potato soup and meanwhile was constantly interrogated by the suspicious Volkspolizei. When Mathews finally got back to London he decided to get even with the high-handed Communists in his own way. This is his story.*

by **ANTHONY MATHEWS**

I sent an article to the *Daily Worker*. It was an enthusiastic eyewitness account of conditions in the Soviet Zone of Germany. It was the rankest sort of balderdash, for I hadn't seen anything of East Germany except a hospital bed and several different varieties of police. But the *Worker* ran it as an interview. If it seems fantastic that such a simple gag could work, remember that dedicated Communists don't have to be talked into believing their own stuff.

In the meantime I had got a job at a London hotel as a waiter. When the story appeared, a comrade came around to the hotel, congratulated me and asked me home with him. This was in late February. I walked around to Scotland Yard, told of this entree to Communist headquarters and offered my services as a spy. I talked to an inspector in the Special Branch, which is the counterespionage branch of the Yard. I was told to go ahead. My code name was to be John Bell.

First I joined the Bayswater branch of the party in London. The dues were about 14¢ a week. My solicitous visitor at the hotel turned out to be an employe of a "progressive" bookshop nearby. I visited the bookshop and noted an American girl there. Several days later I noticed the same girl in a greengrocer's down the street. She opened her billfold to pay a bill and I could see her name. I reported the incident to the Yard.

In March there was a Young Communist League Congress at Holborn Hall. I borrowed nomination lists for party elections. These were copied for the Yard authorities and promptly returned.

When my old trouble sent me into a hospital again, party members came to see me. One group brought along "a friend of ours." It was the same American girl.

I stayed in the hospital six weeks, then was invited to move in with the chairman of the Bayswater Communists whom I will call "Mr. X." I sold Communist literature on street corners and carried a banner now and then. Once a week or so I would report to my Yard contact. While I was staying in X's house I was told by his wife about a dark young man who came occasionally for "piano lessons." He turned out to be a British army officer and he never touched the piano. The lessons were always conducted in the company of comrades.

One day in April while I was selling the *Daily Worker* on a corner a

soft-faced, blue-eyed girl walked up, bought a copy and asked for directions to Westbourne Grove. That was how I met Mary Johnson. She was 22, the daughter of an Anglican vicar living near Leicester. She had turned to Communism in the pro-Russian atmosphere of the war. She soon became known as a selfless and dedicated party worker. She attended Russian Embassy parties and was sometimes referred to as "a little Ana Pauker."

After two weeks' courtship Mary and I settled down together in West Hampstead, a move suggested by the party. I was still looking for information concerning the American girl. During one Bayswater party I heard a bookshop assistant boasting of leaks in high places and in the same breath mentioning the American girl as "a friend" but neither then nor later was I able to find out any more about her.

On June 13 the roof fell in on the British Communist party. William Martin Marshall, an obscure Foreign Office employe, was arrested. The party security men went into a flap. I got word to turn up for a check at party headquarters. I was grilled about the East German episode and everything else. My high-pressure questioner was Ruben Falber, who I understood was head of party security and one of the five top Communists in England. Mary was also checked.

A few days after the interrogation, I was ordered to Paris to lecture—



**MARY'S SOUVENIRS** of Communist life included a once-treasured photo of Stalin, diary in which she noted party meetings and a trunkful of Marxist books.

on East Berlin again. A party watchman saw me on the boat at Newhaven, a French comrade met me at Dieppe, and another one met me at Gare St.-Lazare. His name was Marcel. He took me to a hotel, La Liberté. The next evening I said my piece before a youth conference at party headquarters. There was a vodka supper, and an album was passed around which included photos of Russian Embassy receptions in London. In the album I recognized the British army officer I mentioned earlier. I pinched four of the pictures, as I now realize I must have been intended to do.

Back at the hotel about 10 o'clock at night I locked the door of my room, put the pictures in an envelope and addressed it to Mary. As I left the hotel room to post the letter a French Communist came up out of another room. "Is something the matter?" he asked. I told him I wanted to post a letter. "Well, you'll probably have trouble getting stamps as you don't speak French. I'll go with you." We walked out together, bought stamps at an all-night cafe and mailed the letter. But I was scared.

Next morning—this was on June 20—I was awakened by a banging on the hotel room door. Outside were my faithful watchdog Marcel and two others. Marcel said, "We have come for the photographs you took."

Now the cat was in the pigeons. "What photographs?" I stalled.

"We know you took them at the party last night," he said. "You will come down to party headquarters and give an explanation."

I protested but Marcel shattered me: "We know who you are and what you have been doing. You will please come with us."

I caved in. I was scared to death. I walked out of the hotel with these three guys. But as one of them reached to open a car door, I broke away and started running. I kept right on. I ran for 20 minutes, ducking in and out of back streets. As I did, it dawned on me that the party had only bought me a one-way ticket to Paris. All I had was \$10 in French money.

Eventually I went back to the hotel to get my things and I saw good old Marcel on watch—fortunately before he saw me. But I got panicky. I had a confusing variety of identification—Irish passport, East German Zone permit, seaman's papers picked up in Panama. I was afraid that if



## HE TELLS OF FEARFUL CHASE ACROSS EUROPE, A STABBING AND LOVE'S TRIUMPH OVER PARTY

I went to an embassy, even a British one, I wouldn't be able to make anyone believe my story.

The only thing I could think of was to get the hell out of Paris. I rode the Metro to the eastern outskirts of town and started hitchhiking toward Luxembourg. By the time I got there I was broke and hungry. I struck out for Italy, not very rationally. Between Garmisch and Mittenwald a jeepful of American GIs picked me up and stuffed me with ham and eggs, my first meal in two days.

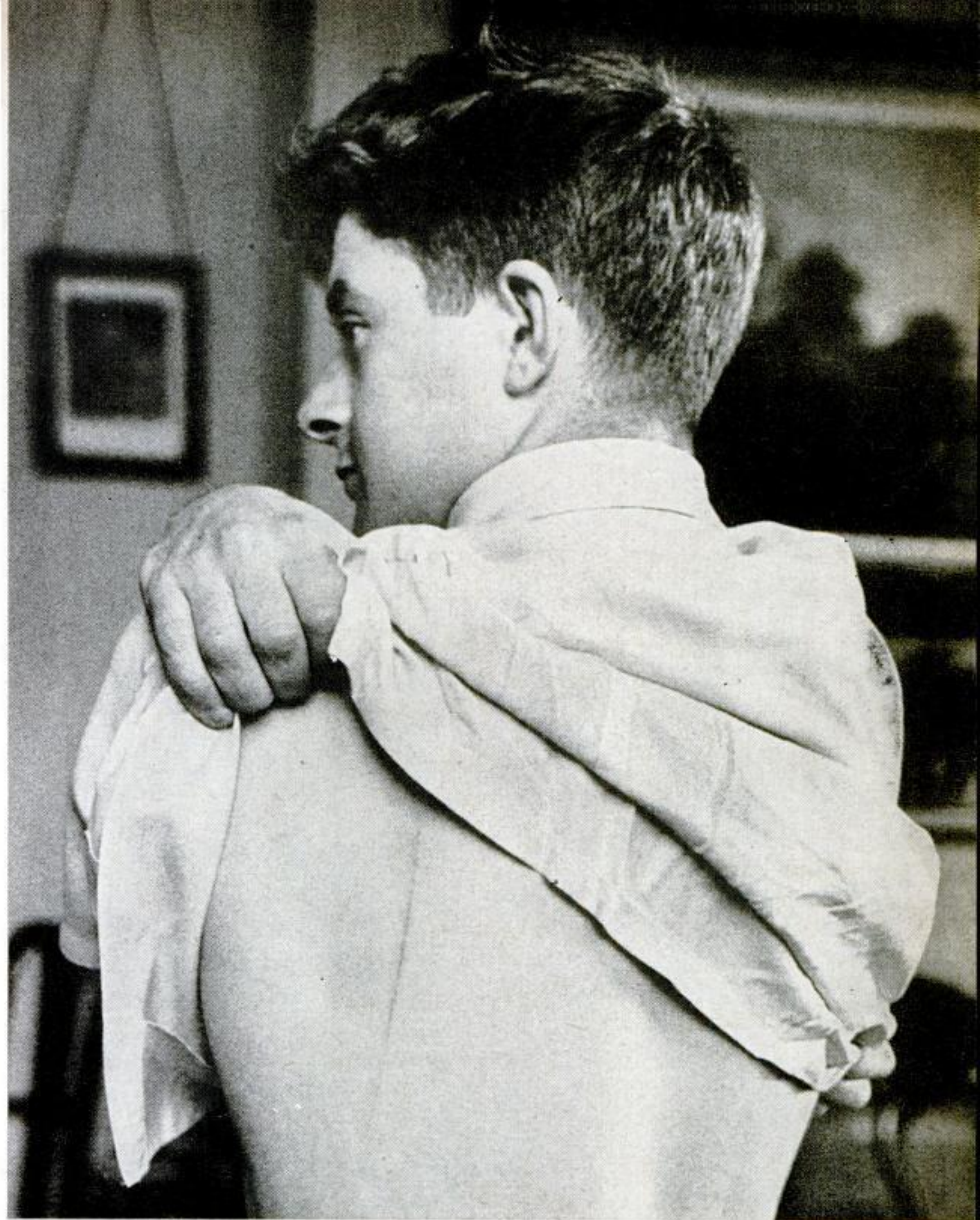
It took six days to get to Rome. Still reluctant to go to an embassy, I decided to go to the Press Club and find a British newspaperman. As I stood in front of the club, trying to work up nerve to go in, two bruisers came up. One of them asked "Is your name Mathews?" I said it was. They dragged me into a doorway. I saw a knife flash and he got me in the back with it, but I broke away and ran, blood pouring through the shirt I had worn since leaving Paris. Women all round were screaming. Then the police came. My two bruiser friends had beat it.

The police took me to a hospital and my wound—five inches long and a quarter inch deep—was bandaged. What was I doing in Italy? "A tourist," I said. That was a hot one; I was dirty as a hog and had no money. They phoned the British consulate.

Finally an Irish legation official came. I told him some of the story. I don't know if he believed me, but he gave me a train ticket to London and 4,000 lire, holding my passport as security. I got there on July 8, three days after my expulsion had been plastered in the *Daily Worker*.

The photographs I had sent from Paris were gone, so was Mary. Two days after the Paris affair, Ruben Falber had gone to see Mary, picked up the letter and ordered her to move in with a staunch Communist family. I got a porter's job in a little hotel and started looking for her.

I called old party friends, impersonating some of her German acquaintances, but got no information. I wrote to her mother, who had just had her first news in months—asking her to meet Mary in St. Pancras Station, London. I got there 15 minutes before her mother's train was due from Leicester. So did Mary. We had one hell of a row. She called me a rat and a lot of other names not nice to hear. Then her mother showed up and we all went for coffee. In the middle of coffee Mary dashed out, muttering that she had to make a phone call. She later explained that she was phoning party headquarters for guidance. As luck would have it she



**TONY'S SOUVENIRS** include the long scar on his back (above) acquired in the battle in Rome and letters (below) that were sent to couple after the story broke. The letters praised Mary, here reading them with him, as "a brave girl."



**MARY'S MOTHER**, Mrs. John O. Johnson, prepares breakfast for the couple, now living with her and her two dogs in the old, rather run-down Johnson home.

couldn't get in touch with any of the important people. Anyway I left.

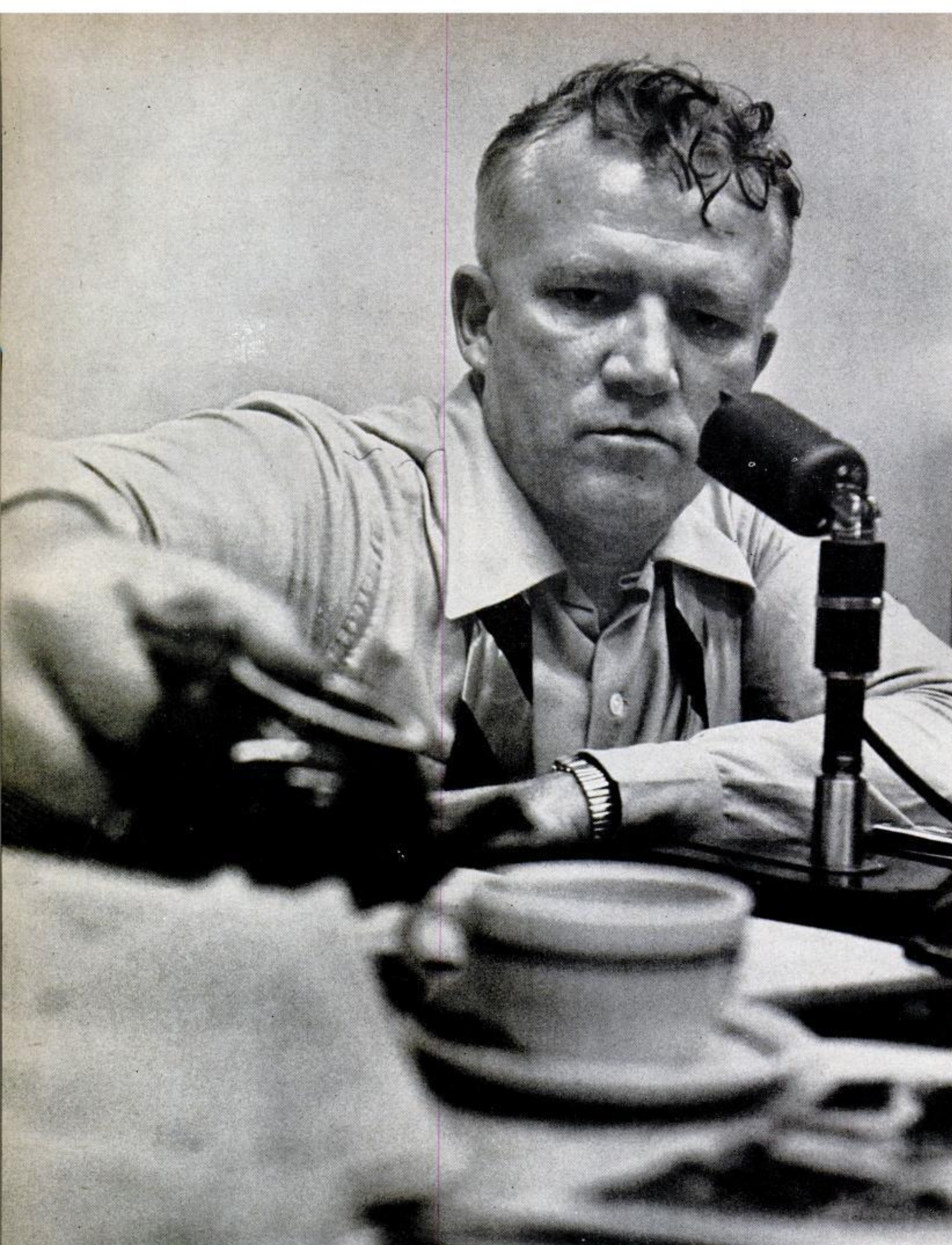
However I now knew where she was working and I kept phoning her. We met secretly throughout the week. Then suddenly her mother appeared in London, confronted Mary's Communist hosts, and the fat was in the fire about Mary and me. Knowing that knowledge of her seeing me meant expulsion, Mary handed in her card to her host for delivery to party headquarters.

We went to Oxford, and Mary tried to get a job but no luck. We then went home to Mary's parents, announcing that we planned to get married. We were sitting there quietly when a reporter showed up with a copy of the *Daily Worker* announcing Mary's expulsion. Then the rest of the press hit us like a ton of bricks.

We still plan to marry and live quietly—especially since Mary has been unnerved by the collapse of the Communist world in which she lived. She needs time to get used to something different. We both need time.







AFTER 19 HOURS OF THE TALKATHON, SCHMITT FORTIFIES HIMSELF WITH STRONG, HOT, BLACK COFFEE

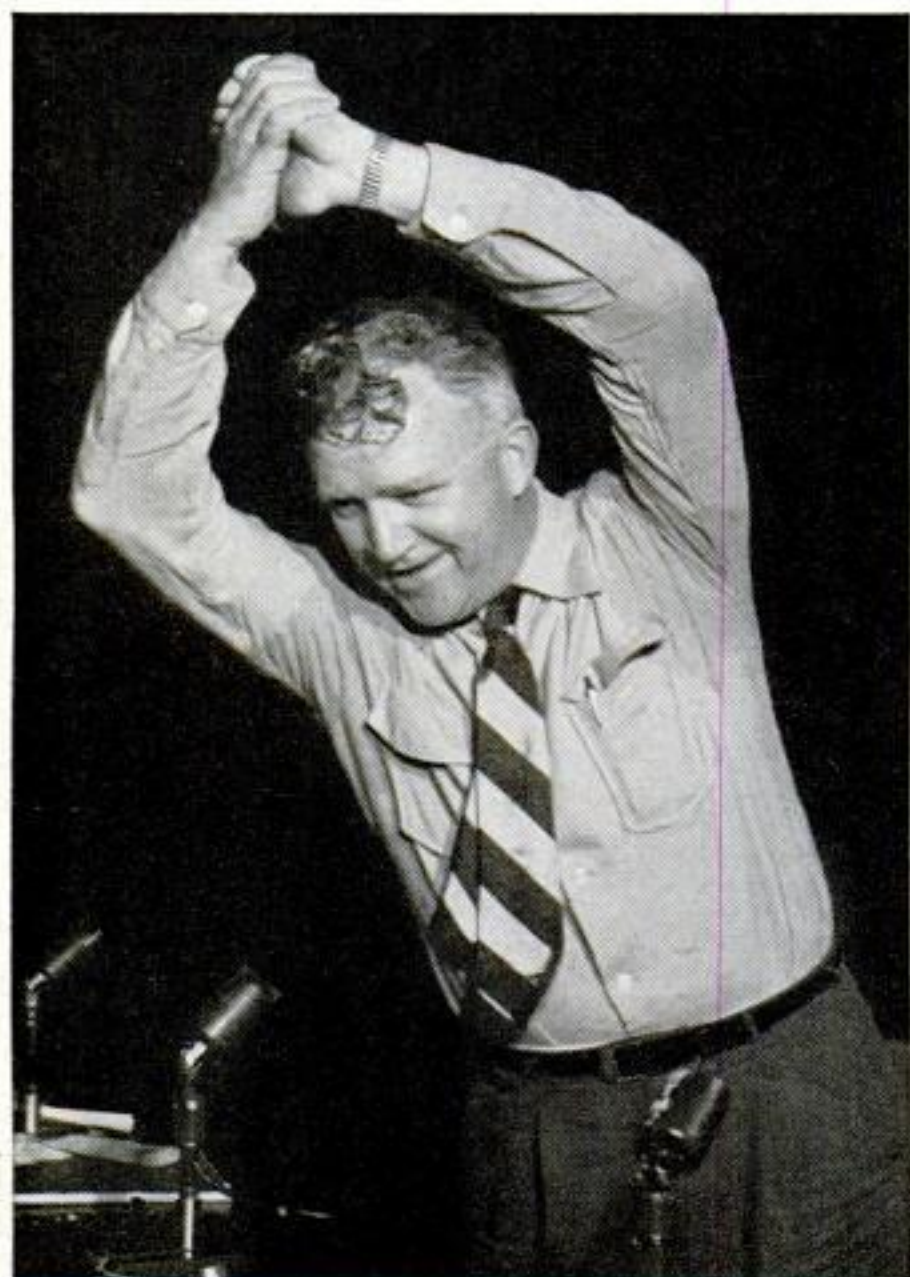


SCHMITT'S FRIENDS BEG 'DOLLARS FOR DECENCY'

## JOE'S FOE GAINS

But odds favor McCarthy 2 to 1

The Democrats are talking about Joe McCarthy and McCarthyism (*see Editorial*) but a Republican is giving Joe the fight of his political life. He is Len Schmitt, a seemingly tireless attorney who is one of five men opposing McCarthy for the Republican nomination in Wisconsin's primary on Sept. 9. In his aggressive attack on McCarthy, Schmitt has broken all existing records for the new, trademarked "Talkathon" (*LIFE*, Aug. 25), finally extending it in Milwaukee to a full 26 hours. At first Schmitt was conceded little chance, and McCarthy, who has been recuperating from a hernia operation, ignored him. But when the senator returned to Milwaukee last week he looked not only drawn and much thinner (he has lost 20 pounds) but he admitted he was worried about the effect of what he called the "smearathon." "From now on," he said, "it's going to be awfully rough." If the Democrats themselves were not involved in their own primary fight, Schmitt's chances might be better because he could count on their crossing into the G.O.P. primary to help him out. But even as it is, he has driven the odds on McCarthy down from 3 to 1 to 2 to 1.



**ROBUST CANDIDATE** Schmitt ends 26 hours of talking. Then for first time he predicted victory.



**AILING SENATOR** Joe McCarthy, medicine conveniently at hand, talks to reporters in Milwaukee.

Said he plaintively of Mr. Schmitt, "He accused me of everything except murdering my grandmother."



# All the shelves roll out in the new Cycla-matic Frigidaire

**Just what you've been waiting for to replace your obsolete refrigerator**



## SEE this big, true food freezer!

Completely sealed off, completely insulated—with its own cold-making system. Keeps every pound of food fresh and firm for months at a time, in absolute zero-zone safety.



## SEE the only heatless automatic defrosting!

Cycla-matic defrosting is the newest, simplest of them all! Not only banishes frost before it collects, but gives you positive moisture control at the same time. And does it *without adding heat!*



## SEE exclusive Levelcold—produced by the Meter-Miser!

No more see-saw temperatures! No more "hot spots" or "cold spots." Fresh foods keep beautifully on *any* shelf. And there's a separate thermostat outside as well as inside, so constant temperatures are maintained regardless of where you place the Cycla-matic Frigidaire.



Many models have **LIFETIME PORCELAIN FINISH** inside and out

## SEE all the shelves roll out—all the way!

See the aluminum shelves that cannot rust, glide out all the way—putting every ounce of food right at your finger tips! *In no other make of refrigerator can this be done!* Shelves on the door, too, for added storage space. It's wonderful!

**FINEST OF 15 MILLION FRIGIDAIRE**



# Cycla-matic Frigidaire

**New Low Terms.** Now is the time to trade in your present refrigerator. Look for Dealer's name in Yellow Pages of phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

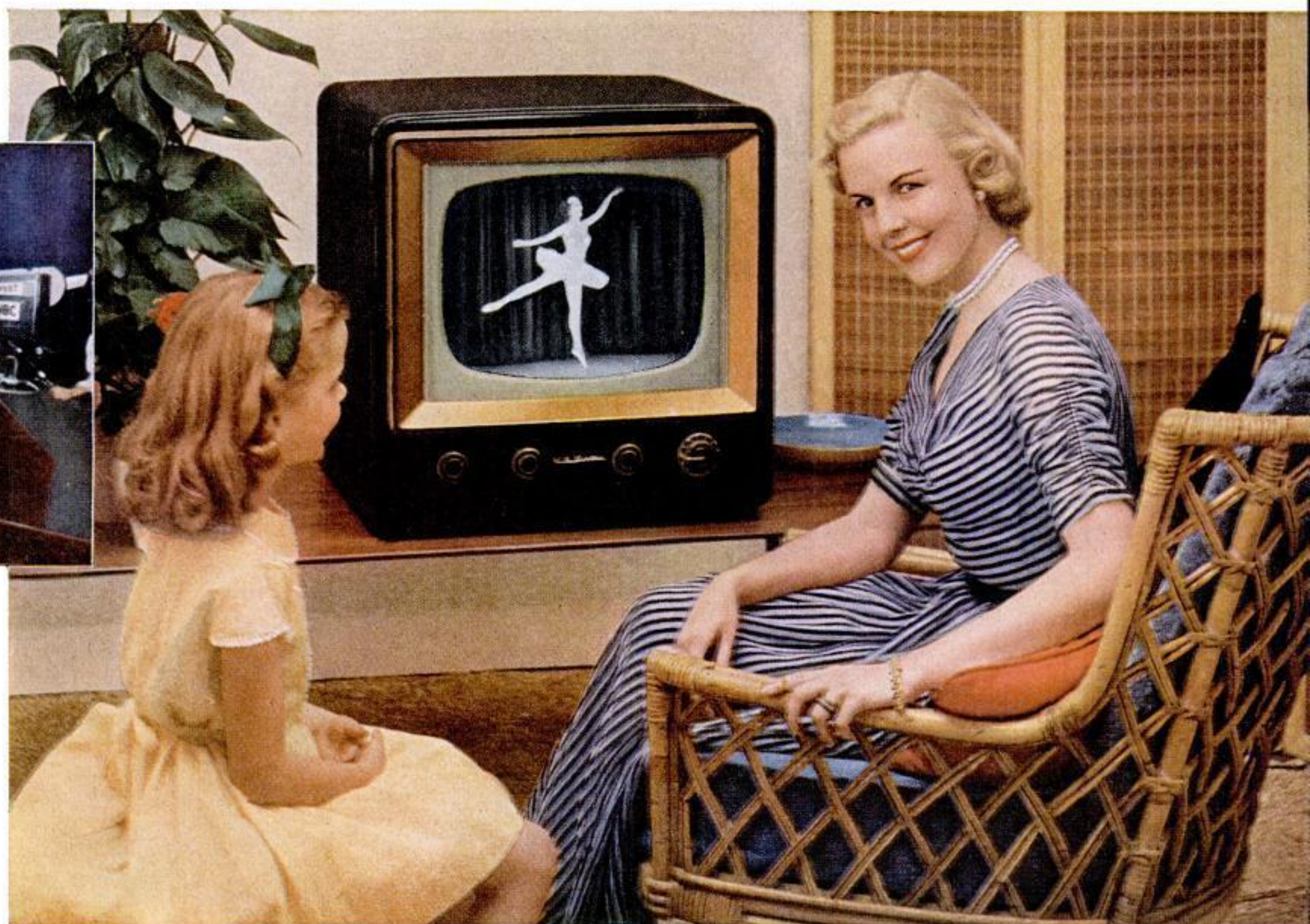
Frigidaire reserves the right to change specifications, or discontinue models, without notice



# New RCA Victor television



When a television program is broadcast it is always "monitored" by engineers so you can receive the clearest picture possible. In the new RCA Victor TV receivers this same job is done—*automatically*—by an exclusive system of TV circuits—the "Magic Monitor." It's like having an engineer inside your set!



The RCA Victor Shelley with "Magic Monitor." Wonderful pictures at a welcome low price! Compact table model in the new ebony finish

has phono-jack for record changer attachment, as do all sets shown. Model 17T200, \$199.95. Matching stand, not shown, at slight extra cost.

*Here's the whole new line-up of RCA Victor television—*



**17-inch Hadley.** Compact table set in rich, deep maroon. Has phono-jack for record changer, like all RCA Victor TV sets. Model 17T201. **\$219.95**



**17-inch Kentwood.** Superb table set with lustrous mahogany grain finish. Matching wood console base, available. Model 17T202. **\$229.95**



**17-inch Ashton.** Today's smartest buy. Fine mahogany or walnut finish. (Blond, slightly higher.) Model 17T211. **\$269.95**



**17-inch Albury.** Luxury styling in satiny mahogany or walnut finish. (Blond, slightly higher.) Model 17T220. **\$299.95**



**21-inch Lambert.** Wood table set in mahogany or walnut finish. (Blond, slightly higher.) 21T208. **\$279.95** As complete ensemble with beautiful matching console base, 21T208 EN. **\$299.95**

*And here's RCA Victor Television Deluxe for the ultimate in television quality*

See these for superlative cabinetry, fashion-first styling and superior performance. They have the "Magic Monitor" plus more tubes, more "interference traps," and an extra reserve of power for "performance-plus" wherever you live, city or country!



**17-inch Brett.** Compact wood set. Matching base available. Mahogany or walnut finish. (Blond, slightly higher.) Model 17T250 DE. **\$279.95**



**17-inch Ainsworth.** Mahogany or walnut finish. (Blond, higher.) 17T261 DE. **\$339.50**



**21-inch Selfridge.** Wood table set. Matching console base, extra. Mahogany or walnut finish. (Lined oak, slightly higher.) 21T159 DE. **\$359.50**



**21-inch Meredith.** Mahogany or walnut finish. (Lined oak, slightly higher.) 21T165 DE. **\$399.50**



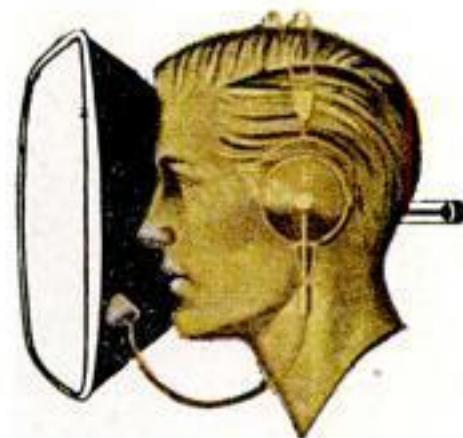
**21-inch Bancroft.** Mahogany or walnut finish. (Blond, slightly higher.) 21T174 DE. **\$439.50**



**21-inch Suffolk.** Mahogany or walnut finish. (Lined oak, slightly higher.) 21T176 DE. **\$450**



with **"Magic Monitor"**  
...acts like an engineer inside your set



*Now you pay less for finer picture quality!*

prices start at **\$199<sup>95</sup>**

—including Federal Tax and full-year warranty on picture tube.

**Here they are**—the latest models in America's *most-wanted* television, RCA Victor! They all have the "Magic Monitor" built in . . . it's an electronic circuit system that "acts like an engineer inside your set."

**Here's what the "Magic Monitor" does:**

1. Screens out static . . . **AUTOMATICALLY**. Includes a double-shielded tuner and a completely shielded chassis which filter out interferences caused by airplanes, automobiles, and electric appliances.
2. Steps up power . . . **AUTOMATICALLY**. It amplifies weak signals; holds picture brightness constant.
3. When the set is adjusted for the best picture, the best sound is obtained . . . **AUTOMATICALLY**.

**Clear, static-free sound**, too, from RCA Victor's exclusive "Golden Throat" tone system.

**Decorator cabinets** in all the most popular styles. And on all wood cabinets, there's no extra charge for the favorite finish—mahogany!

**Easily adapted for UHF**. These sets are from the same company that pioneered Ultra High Frequency television.

**Triple-tested** as no other TV sets are! Not only *factory-tested* and *field-tested* but "*family-tested*" through RCA Service Company records.

Whether you're buying your first TV set or replacing a small-screen "veteran"—don't miss seeing these great new sets—now—at your RCA Victor dealer's.



**21-inch Brookfield.** Completely new console styling. Mahogany or walnut finish. (Blond, slightly higher.) 21T217. **\$339.50**



**21-inch Lansford.** Console with 12-inch speaker. Mahogany or walnut finish. (Blond, slightly higher.) 21T218. **\$369.50**



**21-inch Lindale.** Contemporary, superbly grained wood. Mahogany or walnut finish. (Blond, slightly higher.) 21T227. **\$389.50**



**21-inch Belgrove.** Magnificent, modern! Fine wood cabinet, in mahogany, walnut or limed oak finish. 21T229. **\$399.50**



**21-inch Brandon.** Charming Colonial styling. In beautiful mahogany, walnut or maple finish. 21T228. **\$399.50**



**For the finest television installation and service** get one of RCA Victor's Factory-Service Contracts. Ask your dealer for details.

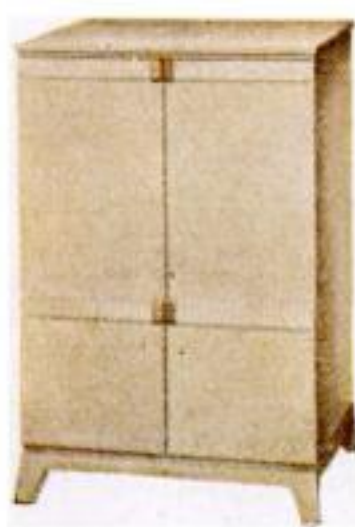
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Every year more people buy

**RCA VICTOR**

DIVISION OF RADIO CORPORATION OF AMERICA

than any other television



**21-inch Donley.** Mahogany or walnut finish. (Limed oak, slightly higher.) 21T177DE. **\$475**



**21-inch Rockingham.** Regency styling. Mahogany or walnut finish. Model 21T178 DE. **\$495**



**21-inch Clarendon.** Provincial charm. Mahogany, walnut or maple finish. Model 21T179 DE. **\$525**



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The best things in life  
very seldom are free,  
But some cost much less  
than you'd think,  
Try smoother Paul Jones,  
and we're sure you'll agree,  
You can't buy  
a mellower drink.

# Paul Jones

SINCE 1865...  
*Now 5 generations finer*



*You just can't buy  
a better drink  
at any price!*

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS





A DISCONSOLATE OPPONENT AND A BIG CROWD WATCH WESTLAND'S WINNING PUTT RUN UP TO CUP

## CHAMPION AND CANDIDATE

**By winning Amateur, a golfer helps his congressional campaign**

On the 16th green of the Seattle Golf Club a fortnight ago, a graying, 47-year-old golfer simultaneously dropped a six-foot putt into the cup and a bombshell into a local congressional election. The putt won Jack Westland, an Everett, Wash. insurance man, the 52nd U.S. amateur golf championship. It may also have won him Washington's Second District seat in Congress.

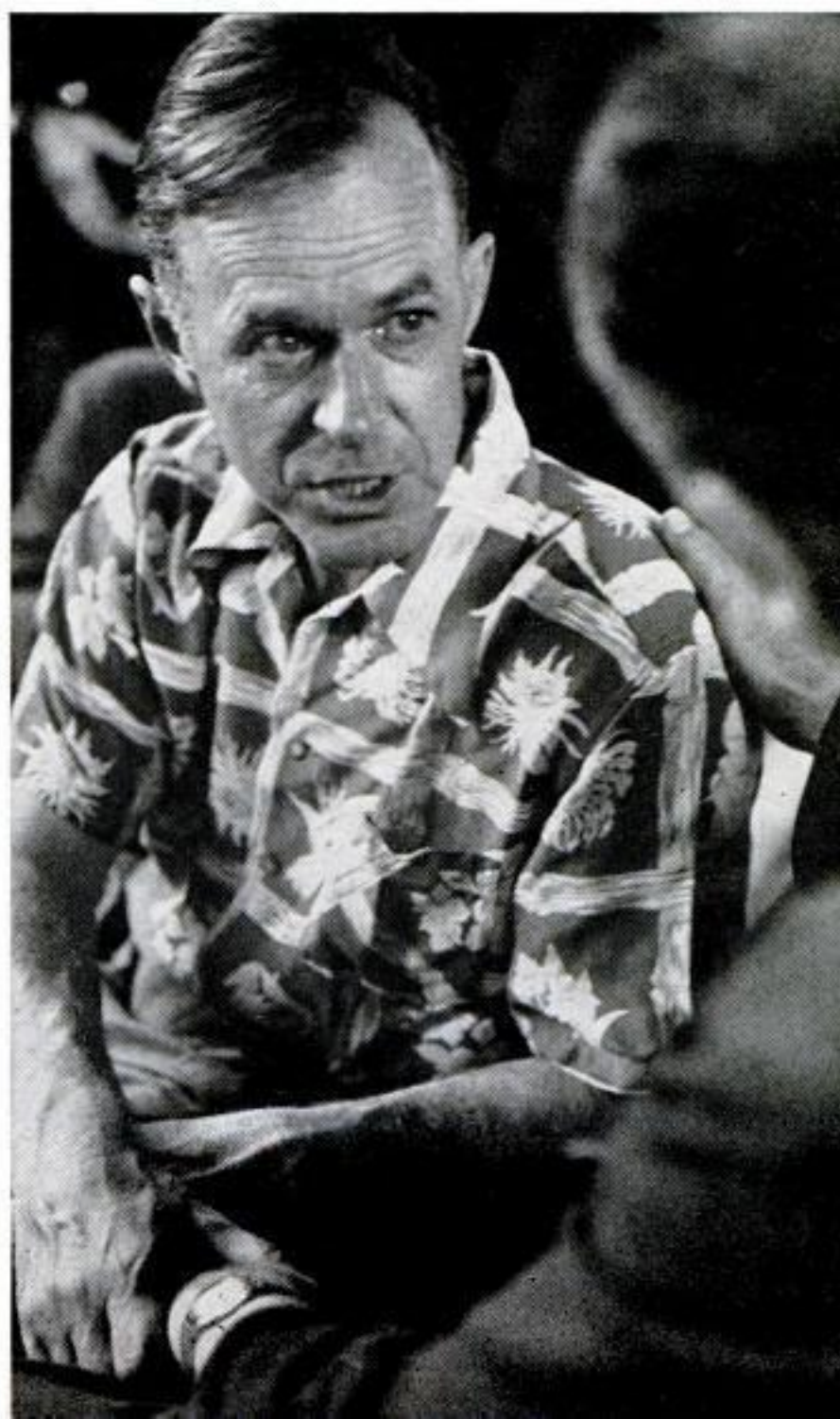
Westland had played in eight Amateurs, once before (1931) had reached the finals only to be defeated by Francis Ouimet. In recent years he had paid less attention to golf, had not entered the previous four Amateurs and only entered this one because it was close at hand. He still devoted less time to sharpening his game than to his maiden political effort

—campaigning for the Republican nomination for Congress against three opponents. Then, on a brilliantly sunny afternoon before a gallery of 10,000, icy-nerved Jack Westland sank his putt for a three and two victory over 23-year-old Al Mengert of Spokane (above). This made him the oldest man ever to win the U.S. Amateur, and it also lent new meaning to his campaign slogan: "You can trust Jack Westland." Minutes after his victory, friends were quietly pressing \$100 bills as campaign contributions on him (below) and were addressing him with "Hi, Congressman." Overnight Westland became the favorite to win the Republican nomination and was given a 50-50 chance to beat the heretofore heavy favorite, Democrat Harry Hensen, in November.

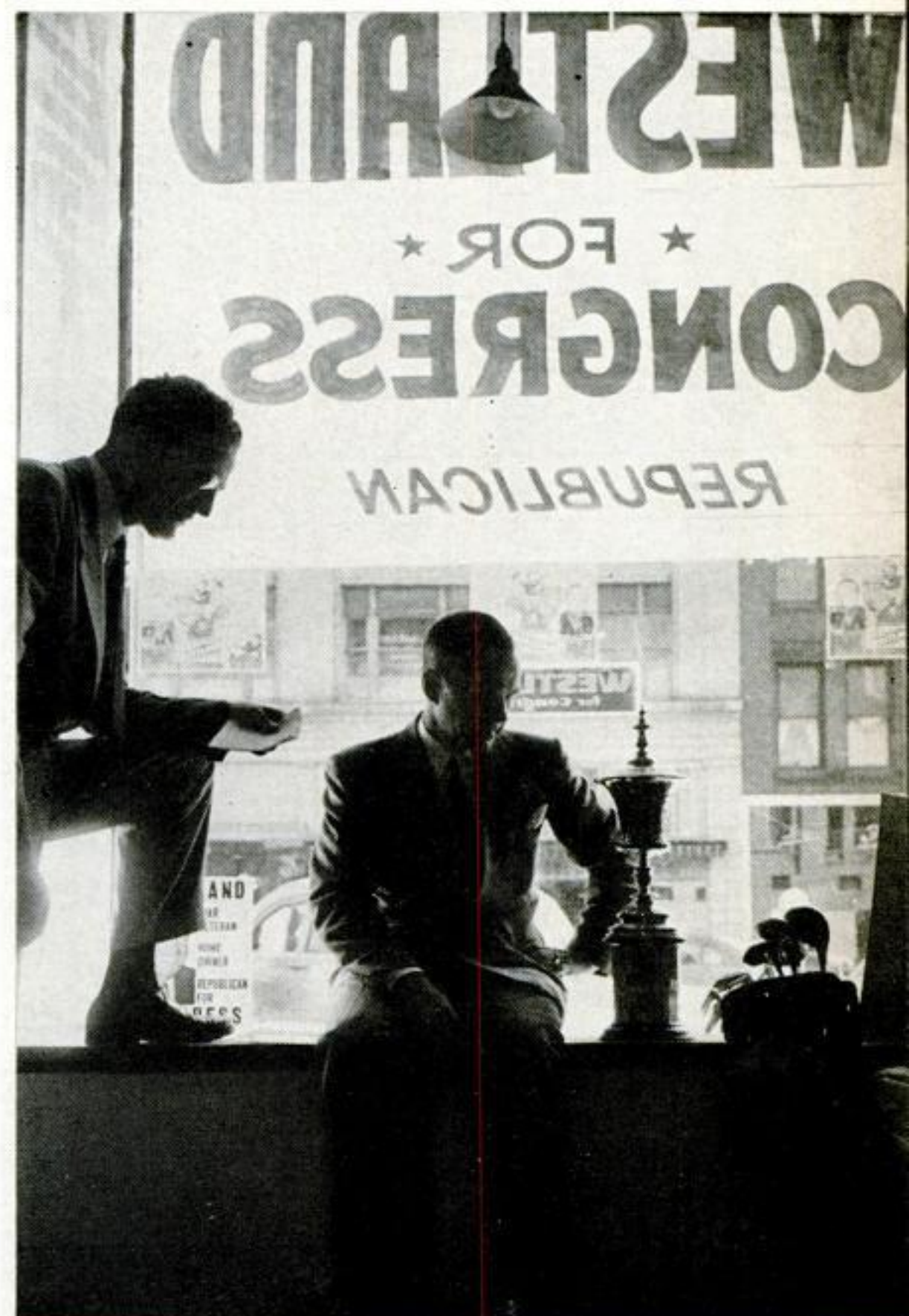


**CONTRIBUTION** is quietly given Westland by a friend (left) as golfer turns to face newsreel camera.

**CONVERSATION** by champion and admirer about campaign's new complexion began right after match.



**SIGN OF VICTORY** hung behind speaker's table at Everett Elks' lunch for Westland and his wife.



**SIGN OF CANDIDACY** decorated headquarters where, with trophy, he conferred with his manager.



# GENERAL ELECTRIC'S A-B-SEE'S FOR BACK-TO-SCHOOL BULBSNATCHERS

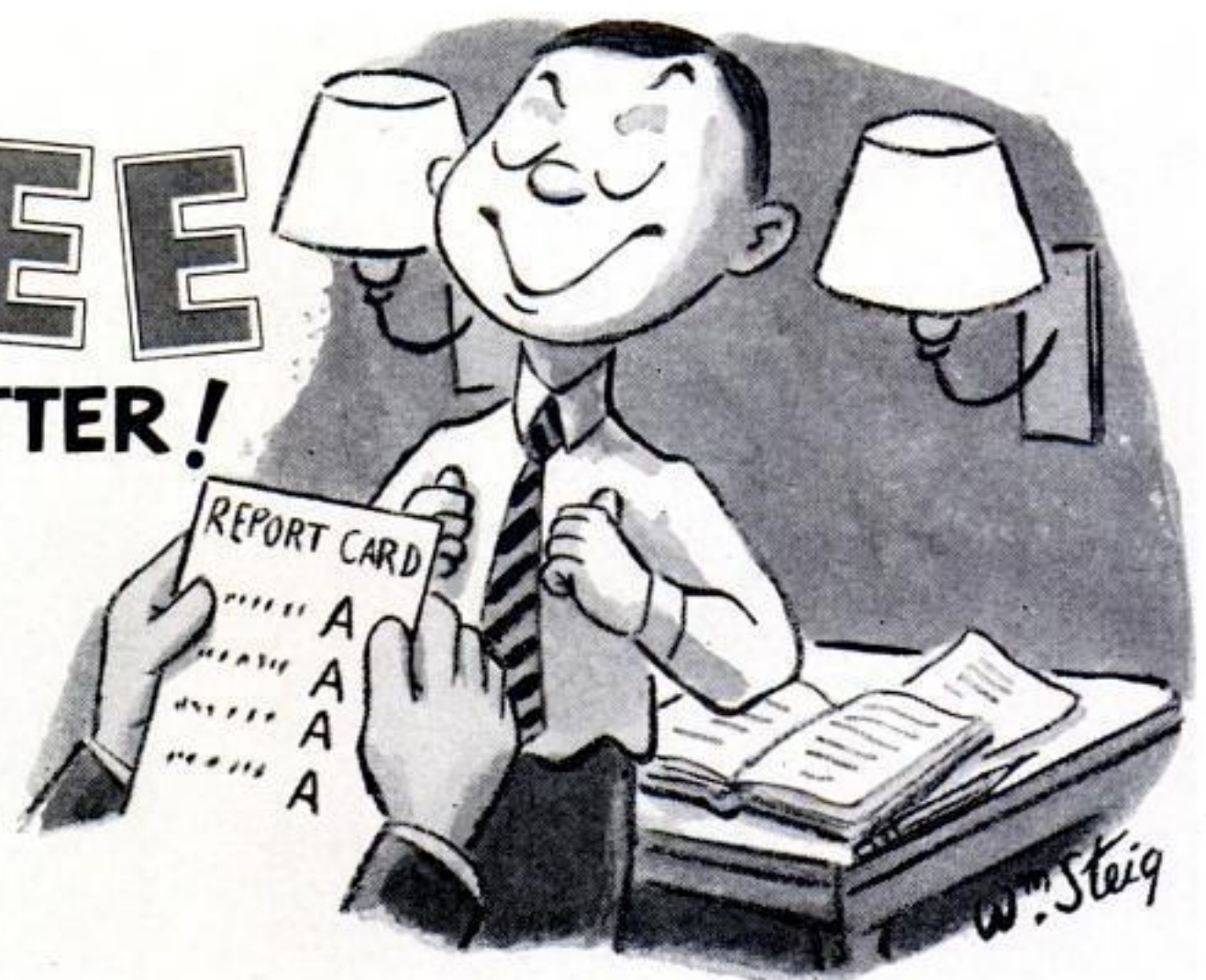
**A**VOID  
BULBSNATCHING



**B**UY G-E BULBS IN THE  
4-LAMP PACKAGE



**SEE  
BETTER!**



**YOUR CHERUB** may be 99% angel. But the longer nights and homework ahead can lead him astray. If the bulb in his study lamp is missing, he's apt to borrow the bulb from another lamp to replace it. And end up with light too dim for his young eyes. Likely result: eyestrain and low grades.

Fill empty sockets with right-size General Electric lamp bulbs now. Buy them in General Electric's handy four-lamp package—so easy to buy, carry and store. Four 60-watt bulbs, 56¢ plus tax, four 100-watt bulbs, 64¢ plus tax.

*You can put your confidence in—*

**GENERAL  ELECTRIC**



# LIFE ON THE NEWSFRONTS OF THE WORLD

A Greek's clues point to Atlantis, the Swiss head for Everest and a U.S. pilot downs the wrong plane

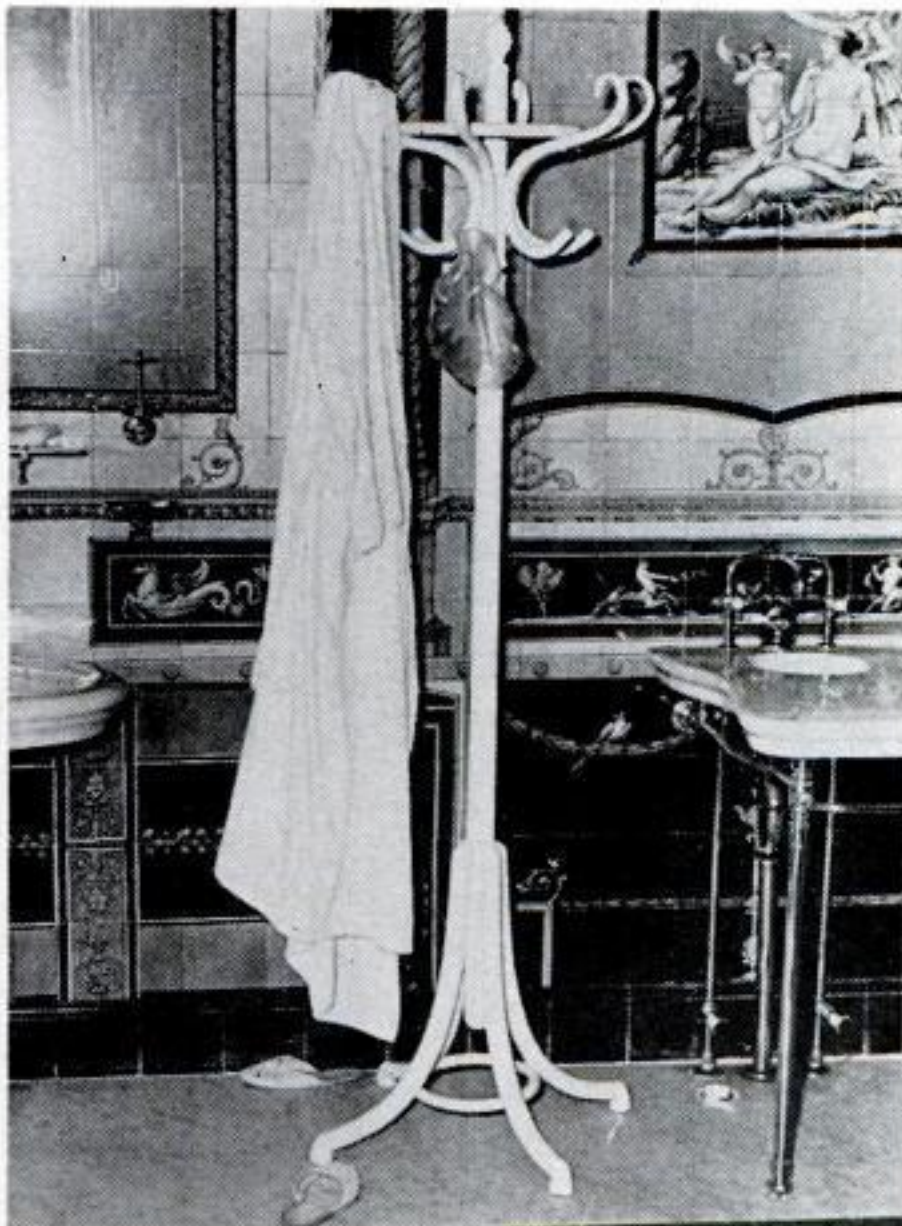
Like many men before him, Pastor Juergen Spanuth of Schleswig-Holstein was fascinated by the legend of Atlantis. But unlike other scholars who have always derided Plato's description of a great island of civilization 8,000 years before his own time, Spanuth had an ingenious theory. He thought the description was reasonable if Plato had meant 8,000 months instead of years. This would place the destruction of Atlantis between 1300 and 1200 B.C.

Everything else in Plato seemed clear to Spanuth—a castled island 50 *stadia* (5.7 miles) from a "red rock" in the sea, a wall 30 meters thick surrounding a city 925 meters long and 300 meters wide. Spanuth was certain that the "red rock" was the copper-rich island of Helgoland in the North Sea.

This summer, after 20 years of research, Pastor Spanuth risked his savings to take a small fishing boat, a diver and a public stenographer to his chosen spot off Helgoland. After only 10 minutes under water the diver reported by telephone, "I see a stone wall." While the stenographer took down every word, Spanuth breathlessly asked the diver to measure the wall. It was 30 meters thick.

During the next four days of diving they found that the wall enclosed an oval almost exactly 925 meters long and 300 meters wide. Pastor Spanuth can make no more dives to investigate his find and collect further evidence, for he has no more money. Anybody else interested in some 3,000-year-old real estate, slightly flooded but in good repair?

\* \* \*



QUEEN'S ROBE HANGS IN PALACE BATH

Though ex-king Farouk has been out of Egypt for more than a month, his memory lingers on. Last week the army opened up his palaces and found pornographic statues, paintings and photographs, as well as a \$17 million stamp collection. In a palace bathroom were found Queen Narriman's bathrobe, shower cap and slippers—eloquent proof that the royal family left in a hurry.



HARRIMAN WATCHES CASHMORE GLEAM

When Averell Harriman made it known that he would not run for the Senate, New York Democrats looked wildly around and picked Brooklyn Politician John Cashmore to oppose favored incumbent Irving Ives. When Cashmore learned of his nomination he broke out in a pleased smile and a big sweat.

## The national week in politics

Dwight D. Eisenhower opened his New York headquarters, made one major foreign policy speech (pp. 38, 39). He had 44 appointments in six days, promised A. F. of L. leaders he would support revision of the Taft-Hartley Law; reiterated his view that the states, not federal government, should underwrite civil liberties.

Adlai Stevenson spent 52 hours in New York and New Jersey, accepted nomination of the Liberal party (a New York splinter group), made six speeches. He attacked the G.O.P. platform as a "bushel of eels"; criticized Ike's advisers for a "middle-of-the-gutter" attitude; came out for a federal FEPC to reinforce state guarantees of civil rights.

**Bad news for Democrats:** Governor Allan Shivers, Texas, declared he could not vote for Stevenson. A Senate investigation committee, headed by Democrat Lyndon Johnson, criticized the administration military planners for "failing miserably," said "indecision" and "gimmickery" were the primary causes of failure to keep up to production schedules. Federal Judge G. H. Moore accused the justice department of trying to block, then whitewash, the St. Louis tax scandals (LIFE, Oct. 8, 1951).

**Bad news for Republicans:** New York Negro leaders endorsed Stevenson's stand on civil rights. The Scripps-Howard newspapers, which are supporting Eisenhower, criticized Ike for "running like a dry creek." Virginia's Democratic leaders, who reportedly had been wavering in their support of the national ticket, definitely pledged their electors to Stevenson.

A Swiss expedition is preparing what may be the West's last assault on Mt. Everest. After giving the Swiss team clearance, the government of Nepal announced that no more Western expeditions will be permitted to pass through the country. The only other approach to the world's highest mountain is from Communist-held Tibet.

## 'Yankee indifference' defeats Rankin

Because of a reapportionment of Mississippi's congressional districts, John Rankin, the arch-exponent of "white supremacy," lost his seat in the House of Representatives after 16 consecutive terms. He was defeated in the Democratic primary by fellow Congressman Thomas Abernethy, whose Fourth District was merged with Rankin's First District, leaving only one seat for the two men. Rankin's friends attributed his defeat to an unusual circumstance—the Northern press neglected to oppose him this time, thus depriving him of his favorite issue of Yankee interference.

\* \* \*

Moscow's Literary Gazette is upset about the un-Russian names Russian parents are giving their children. "Harry" and "Eleanor" simply won't do, the Gazette said stiffly, and while industrialism is all very well in its place, there is no excuse for naming little girls "Radiola" or "Elektrifikatsia."

\* \* \*



PARACHUTIST MACFADDEN AFTER HIS LEAP

The eyes of thousands of Parisians popped last week as they beheld long red underwear in the sky. It was, of course, physical culture bug Bernarr Macfadden, celebrating his 84th birthday with a parachute jump. Macfadden had hoped to land in the Seine, but he hit the river bank instead and got a bit shaken up.



# "Soaping" dulls hair— Halo glorifies it!



Not a soap,  
not an oily cream—  
Halo cannot leave  
dulling soap film!



Gives fragrant  
"soft-water" lather  
—needs no  
special rinse!

Wonderfully  
mild and gentle  
—does not dry  
or irritate!



Removes  
embarrassing  
dandruff from both  
hair and scalp!



Leaves hair  
soft, manageable—  
shining with colorful  
natural highlights.  
Halo glorifies your  
hair the very first  
time you use it.



**Halo reveals the hidden beauty of your hair!**

## NEWSFRONTS CONTINUED

A British Canberra bomber with twin jet engines set two world marks last week when it flew from Aldergrove, Ireland to Gander, Newfoundland and back again in 7 hours, 59 minutes. It was the first round-trip Atlantic crossing in a single day, and the return trip—3 hours, 25 minutes, at an average speed of 606 mph—was the fastest crossing on record.

### 'He got the wrong plane'



COLONEL DEBOLT

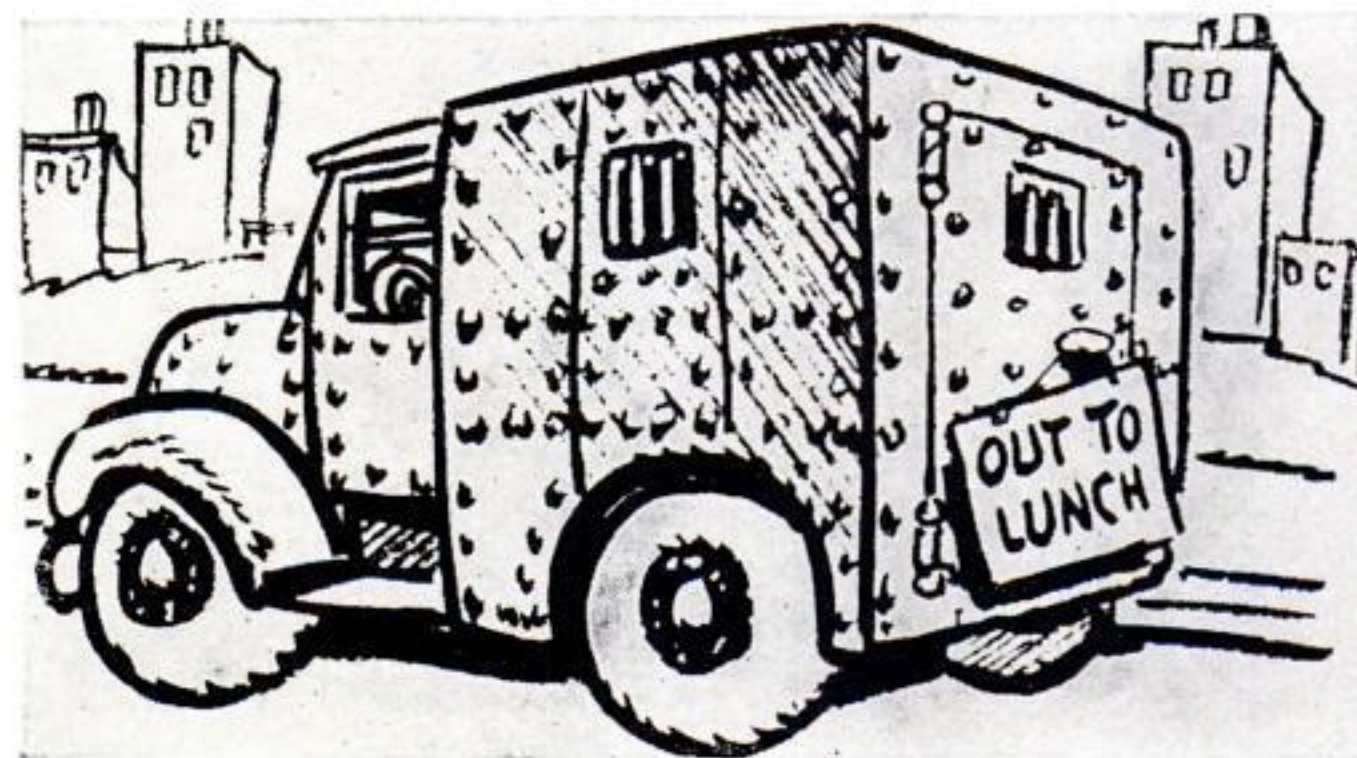
Over the Gulf of Mexico, Colonel Arthur Debolt sat behind the controls of his F-86D jet fighter, monitoring the radar screen as his electronically controlled ship closed in on the radio controlled target plane. With mechanical perfection the F-86D lined up on target and fired its dummy rockets, hitting the fuel tanks and causing the plane to explode. Then over his radio Colonel Debolt heard a terrible message: "Watch for parachutes. He got the wrong plane." His F-86D had picked the wrong target, the B-17 mother ship, and he had done the one thing every pilot fears most—shot down his own men. Of the crew of eight, only two parachuted to safety. Horrified, Colonel Debolt wept as he told interviewers, "I don't know how it happened."

\* \* \*

Louis Bombard is a sprightly French physician who sincerely believes that a shipwreck survivor can manage to live on a diet of raw fish, sea water and common sense provided he gets used to them before he is half dead. Last week, determined to prove his theory the hard way, Dr. Bombard departed from Casablanca in a 15-foot rubber raft. Gently sipping sea water, he drifted off alone across the Atlantic Ocean, bound for the New World.

### Brink's guards eat a costly lunch

When Ray Farmer lost his job helping to guard one of Brink's armored trucks in Washington, D.C., he got another job driving a bread truck. But he retained an interest in his onetime Brink route and he carried more than bread. Last week when the four guards on his old truck parked behind the plush Wardman Park Hotel and went inside for lunch, Ray Farmer took out the duplicate key he had hoarded for two years and in half a minute made off with \$65,000—the second big Brink's robbery in 31 months (LIFE, Jan. 30, 1950). But alert Police Chief Robert Murray remembered why Farmer had lost his Brink's job—he had loaned his uniform to some hoodlums called the "Pimply Face Gang" who were planning a holdup. Eighteen hours after the theft Farmer had confessed and the booty was quickly recovered.



WASHINGTON "POST" CARTOON LAMPOONS BRINK'S GUARDS

\* \* \*

Farmers in Florida's panhandle section had reason to believe that the Department of Agriculture had shown far too much imagination in declaring it a "drought disaster area." The news of the declaration reached Tallahassee in the midst of a thunderstorm, and there had been so much rain for the past weeks that the fields were too wet for plowing. Some farmers suggested flood relief might be more appropriate.





LORD ELGIN HENSLEE. Black dial with handsome 14K gold case, 18K gold markers. \$130

LADY ELGIN CAMEO. Exquisite 14K gold case with sweeping, flexible end-pieces. \$100

LORD ELGIN CHESWICK. High curved crystal highlights sweeping case design. 21 jewels. \$71.50

DELINDA. This 17-jewel Elgin DeLuxe has a wedding ring look to the end design. \$65

CRANSTON. You're up-to-the-minute with this full-figured, easy-to-read dial. \$37.50

## Give more than beauty—give an Elgin with the heart that never breaks

THE FLEUR DE LIS Lady Elgin sparkles with the brilliance of beautiful diamonds. And each facet of their beauty reminds her of you.

But don't forget there's beauty here you *can't* see. For this is an Elgin with the heart that never breaks... an Elgin with the DuraPower Mainspring *guaranteed* to never break. Neither will it rust nor lose its power.

Is this so important when the very style of the watch tells you it would look stunning on *her* wrist? Yes. Because Elgin's DuraPower Mainspring helps keep this Lady Elgin as accurate as it

is beautiful year after year. And of all watches, only Elgin has the *guaranteed* DuraPower Mainspring.

And here's something else to remember: that Lady Elgin is made by the only watchmaker in the world who has built over 50 million fine watches. What's more, every Lord and Lady Elgin is timed to the stars in Elgin's observatory.

Weddings, birthdays, engagements, graduations, anniversaries—all are wonderful occasions for giving an Elgin. And for receiving an Elgin, too. So why not see *your* jeweler soon? Elgin National Watch Company, Elgin, Illinois.



Every new Elgin, and only Elgin, has the heart that never breaks... the guaranteed DuraPower Mainspring.

# ELGIN

## WATCHES

The Beautiful Way to Tell Time

All prices include Federal Tax and are subject to change without notice.

LADY ELGIN FLEUR DE LIS The royal emblem of France symbolizes romance. Love lives forever in sixteen gorgeous diamonds that form the Fleur de Lis at the ends and frame the pretty face. 14K gold. \$295. Other diamond watches in this series from \$125.





# MILEAGE



PRODUCT OF  
**World's Foremost Catalytic  
Refining Program!**

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



### *On City Streets—*

economical performance calls for gasoline with high volatility—for smooth starts and warm-ups. *Mobilgas delivers*—thanks to the right balance of catalytic ingredients!



### *It's America's Favorite—*

and no wonder! Millions have discovered that catalytic refining means all-round top performance and economy from today's modern high-compression car engines!

WHY ACCEPT LESS THAN U.S.A.'s LARGEST  
**ALL THE GAS MILEAGE**



# FAVORITE



## *On Country Roads—*

complete-burning hydrocarbons in Mobilgas mean extra energy, better gas mileage from your car . . . help you get *all the gas mileage your car can deliver!*



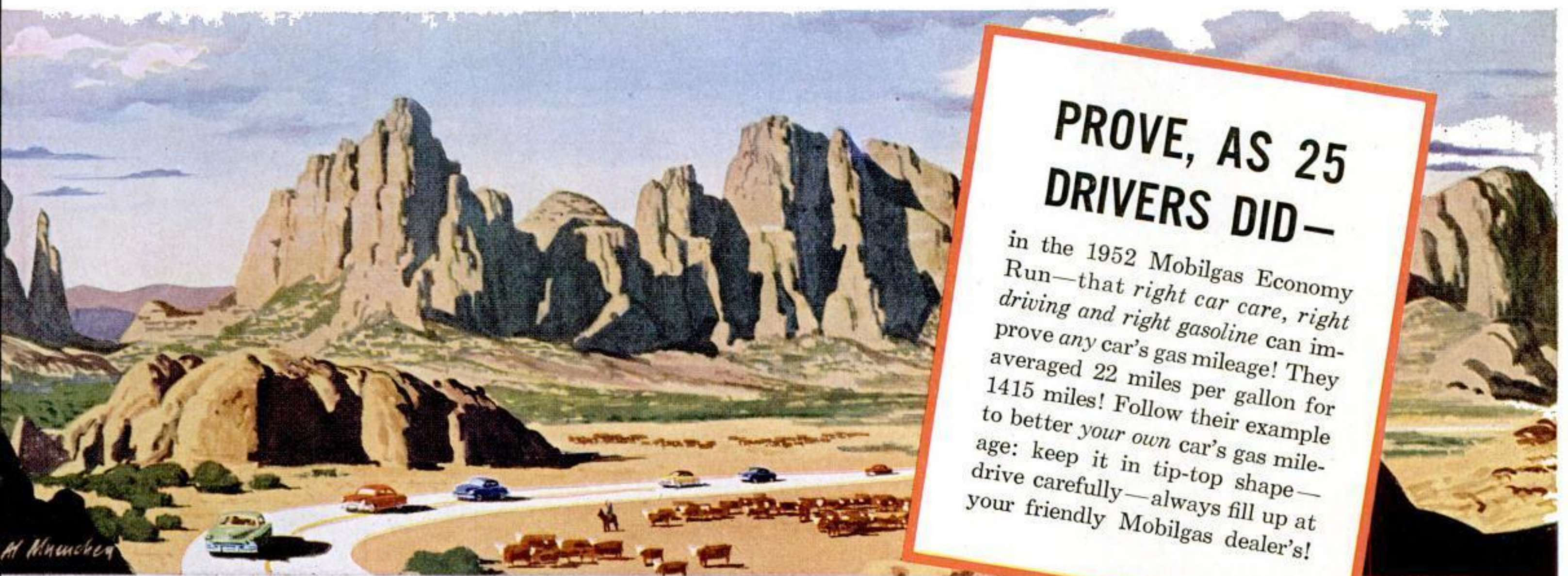
## *In Workaday Cars—*

where power and stamina are important, improved stability and cleanliness of Mobilgas mean more complete freedom from gum, deposits, other power-wasting elements.



## *In Luxury Cars—*

high-octane catalytic ingredients assure the super-smooth, high anti-knock performance you want for effortless driving uphill and down, mile after mile!



## PROVE, AS 25 DRIVERS DID—

in the 1952 Mobilgas Economy Run—that *right car care, right driving and right gasoline* can improve *any car's* gas mileage! They averaged 22 miles per gallon for 1415 miles! Follow their example to better *your own car's* gas mileage: keep it in tip-top shape—drive carefully—always fill up at your friendly Mobilgas dealer's!

**SELLER!—FILL UP TODAY FOR**

# YOUR CAR CAN DELIVER





*Deliciously yours!*

*P.S. Hunt-for the best. See your grocer's ads  
and look in his store for the low price!*

Copyright 1932, Hunt Foods, Inc., Fullerton, Calif.







JOE WEARS CHAMP'S SHIELD AND CHAMP'S SMILE

## DAYS OF GLORY

All triumph's bright trappings  
come to Soap Box Derby champ

There was no reason last week why Joe Lunn, a Thomasville, Ga. farm boy, should not some day realize his ambition to be a doctor. To speed his studies he had a \$5,000 scholarship. Moreover, daydreams need never delay him, for his dreams of glory already had come true.

Joe was Georgia's shining hero. He was just back from Akron where, surviving a crash in the first heat, he had won the 1952 championship of the All-American Soap Box Derby. The scholarship was his prize, but the brightest rewards were in Georgia. The governor praised him. Cities paraded him and bestowed their keys. He was admired by a Soap Box queen, besought by autograph hunters, showered with gifts and adored by the diaper set. All this the 11-year-old champ accepted in smiling modesty—even the ultimate accolade when a circus delayed the show until he could get there.



HERO SHARES HIS RENOWN BY POSING WITH YOUNG FAN WHOSE MOTHER WANTS KEEPSAKE PICTURE



**CITY KEY** of Thomasville is raised by Langdon Flowers, chamber of commerce.



**ADORING FAMILY** surrounds Joe on the farmhouse stoop. Mother (wearing orchid) borrowed the bus fare to take the Akron trip with him.



**ADMIRING QUEEN** of Soap Boxers, Judy Bedsole, gets hug, pats patched car.





**ERNEST HEMINGWAY**, who has been called the greatest living American writer, is also internationally famous as a deep-sea fisherman. Since publication of *The Sun Also Rises* in 1926, his novels and short stories have enriched the literature of the English language consistently, year after year. His newest book is *The Old Man and the Sea*.



# HOW WOULD YOU put a glass of Ballantine Ale into words?

Here—Ernest Hemingway  
turns his famous hand to it...

Ernest Hemingway

FINCA VIGIA, SAN FRANCISCO DE PAULA, CUBA

Bob Benchley first introduced me to Ballantine Ale. It has been a good companion ever since.

You have to work hard to deserve to drink it. But I would rather have a bottle of Ballantine Ale than any other drink after fighting a really big fish.

We keep it iced in the bait box with chunks of ice packed around it. And you ought to taste it on a hot day when you have worked a big marlin fast because there were sharks after him.

You are tired all the way through. The fish is landed untouched by sharks and you have a bottle of Ballantine cold in your hand and drink it cool, light, and full-bodied, so it tastes good long after you have swallowed it. That's the test of an ale with me: whether it tastes as good afterwards as when it's going down. Ballantine does.

*Ernest Hemingway*



More people  
like it...

More people  
buy it...

than any  
other ale...

...by Four  
to One!

# BALLANTINE



Since 1840

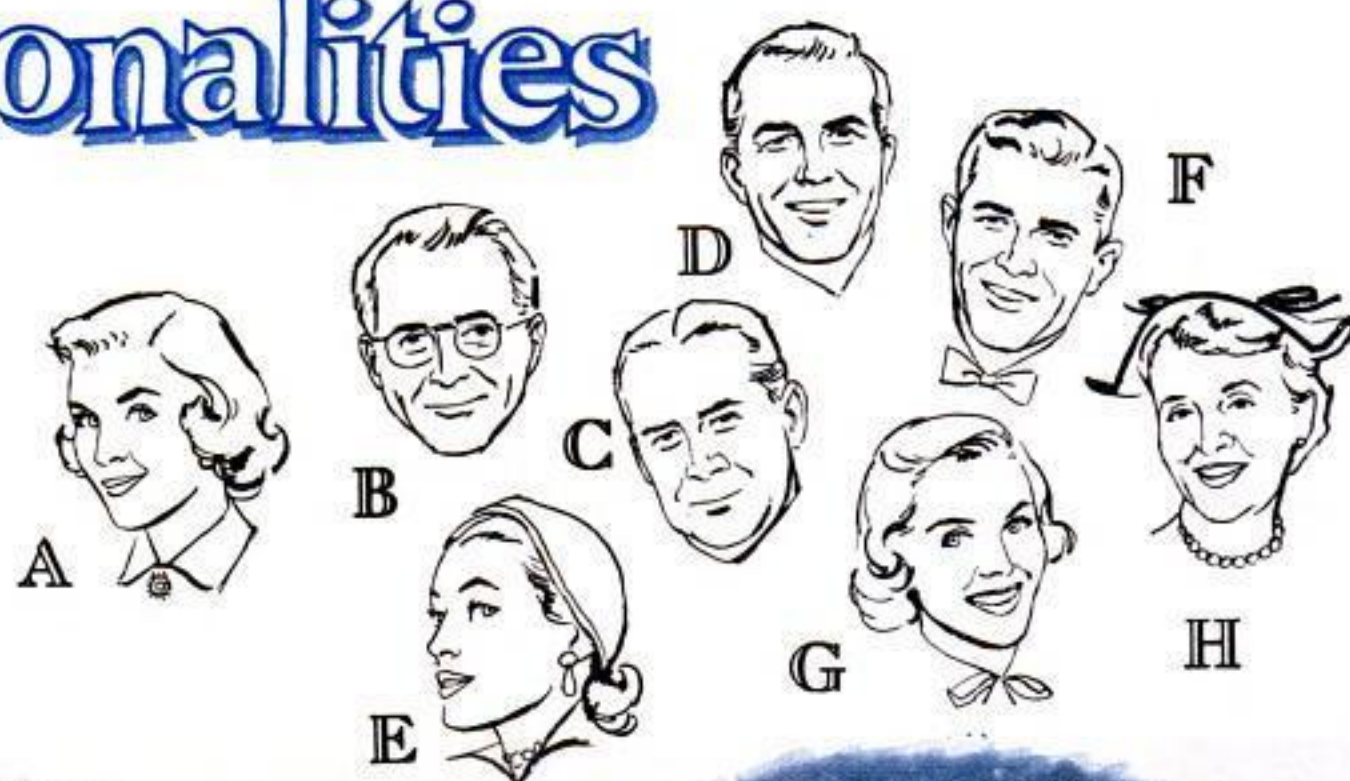
# ALE

P. Ballantine & Sons, Newark, N.J.

Copyrighted material



# Are any of these personalities You?



## A. Cover Girl?

Lady, if you know fabrics, you'll love these Ford Seat Covers. They come in a variety of colors, materials and patterns—are expertly tailored for a perfect fit.



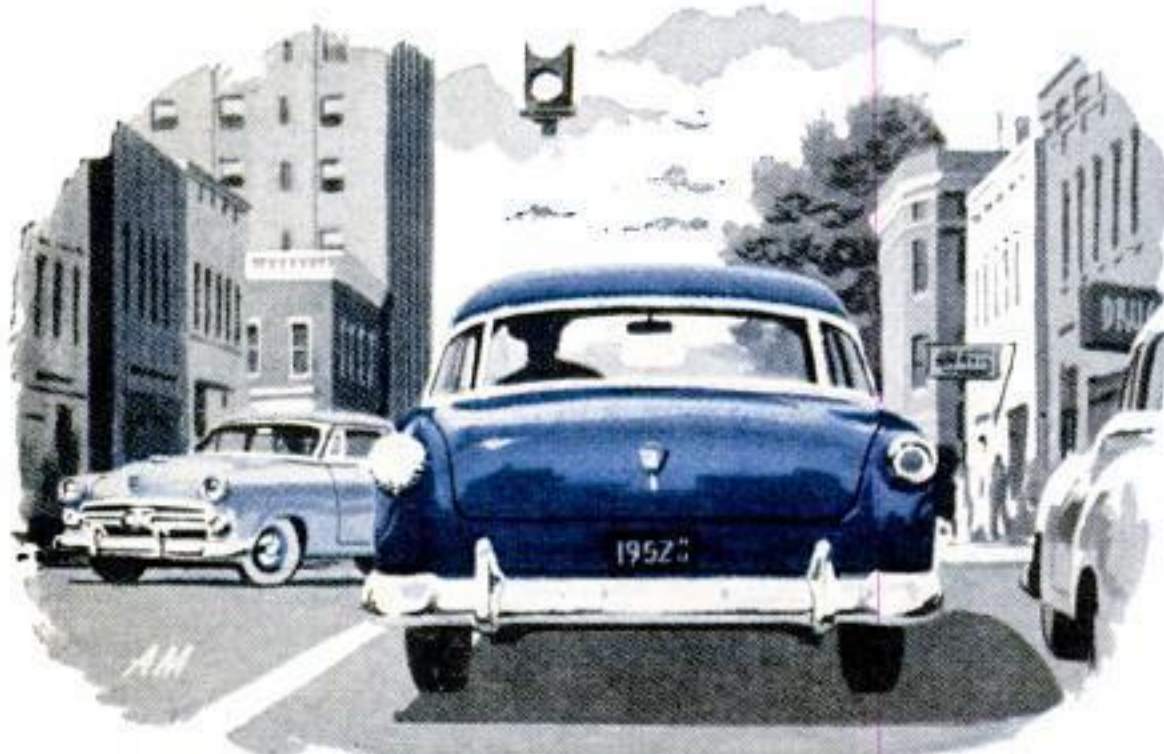
## B. Night Owl?

You'll actually enjoy parking your car at night with these Ford Back-Up Lamps. They automatically turn on when the car is shifted to reverse.



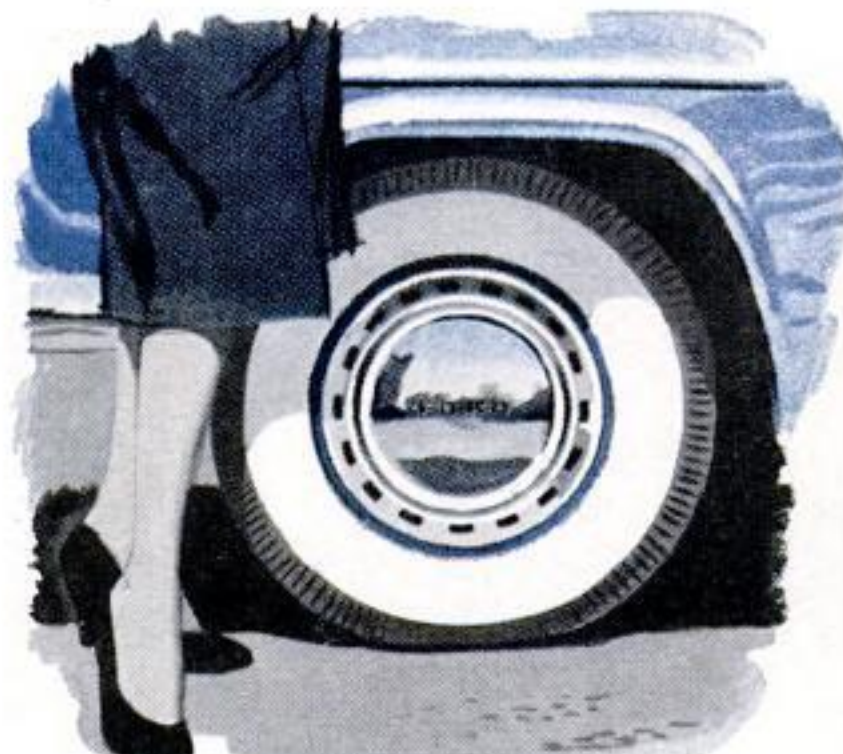
## C. Johnny-on-the-Spot?

You'll find those hard-to-see house numbers and road signs every time with this Genuine Ford Sealed Beam Spotlight. A handsome addition to your Ford, too.



## D. Man About Town?

You can forget about opening the window to signal forever! With Ford's Turn Indicator, flashing lights both front and rear let drivers know your plans.



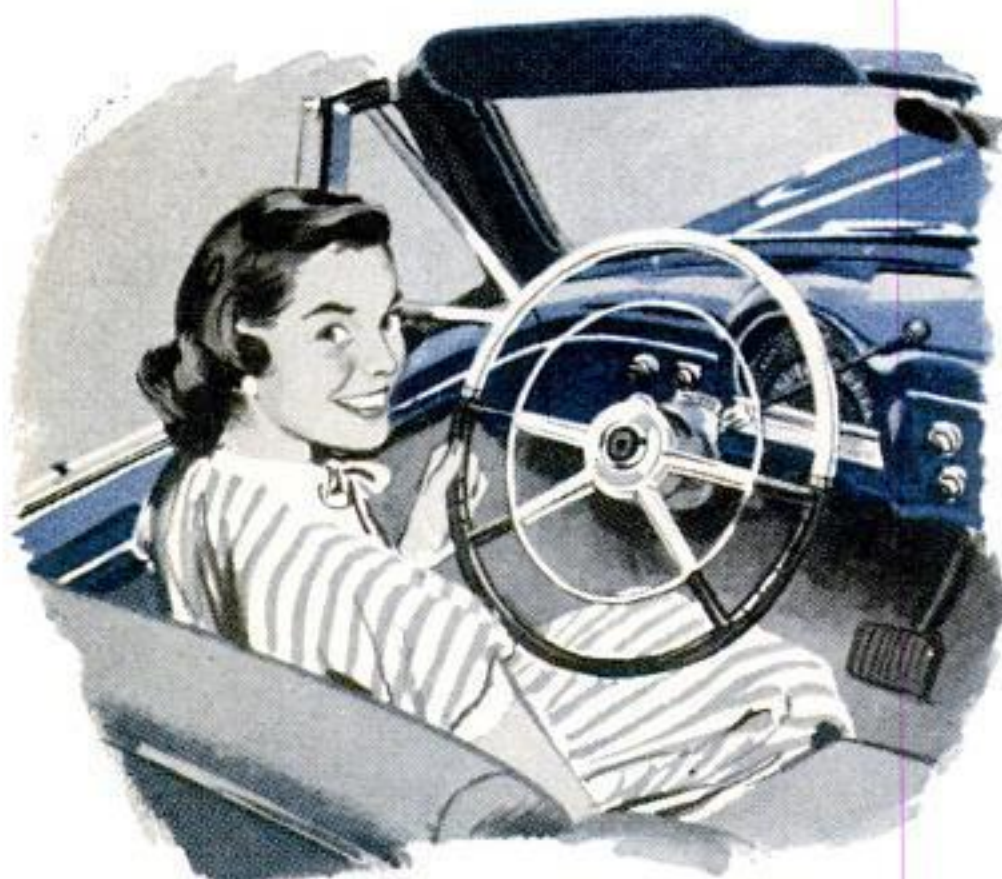
## E. Fashion Expert?

You'll be right in style with these Genuine Ford Wheel Covers. Made of bright, serviceable stainless steel, they're easy to install—easy to keep clean.



## F. Cleanup Man?

Ford's windshield washer takes the "blinders" off your windshield in seconds—washes off mud, dirt, grime. Just press foot control and two streams of water or solution spray the windshield.



## G. Interior Decorator?

You can add *extra* distinction to your car with Ford's Deluxe Steering Wheel. Beautiful black and ivory wheel rim and spokes.



## H. Perfect Hostess?

You and your friends will love Ford's Custom Radio! And for added enjoyment, Ford's rear seat radio speaker affords easy listening throughout the car.

See your Ford Dealer's display of **Ford Accessories**

*Gift note!*



*Ford owners  
love  
Ford Accessories*



# Belles and Brawls Boost the Box Office

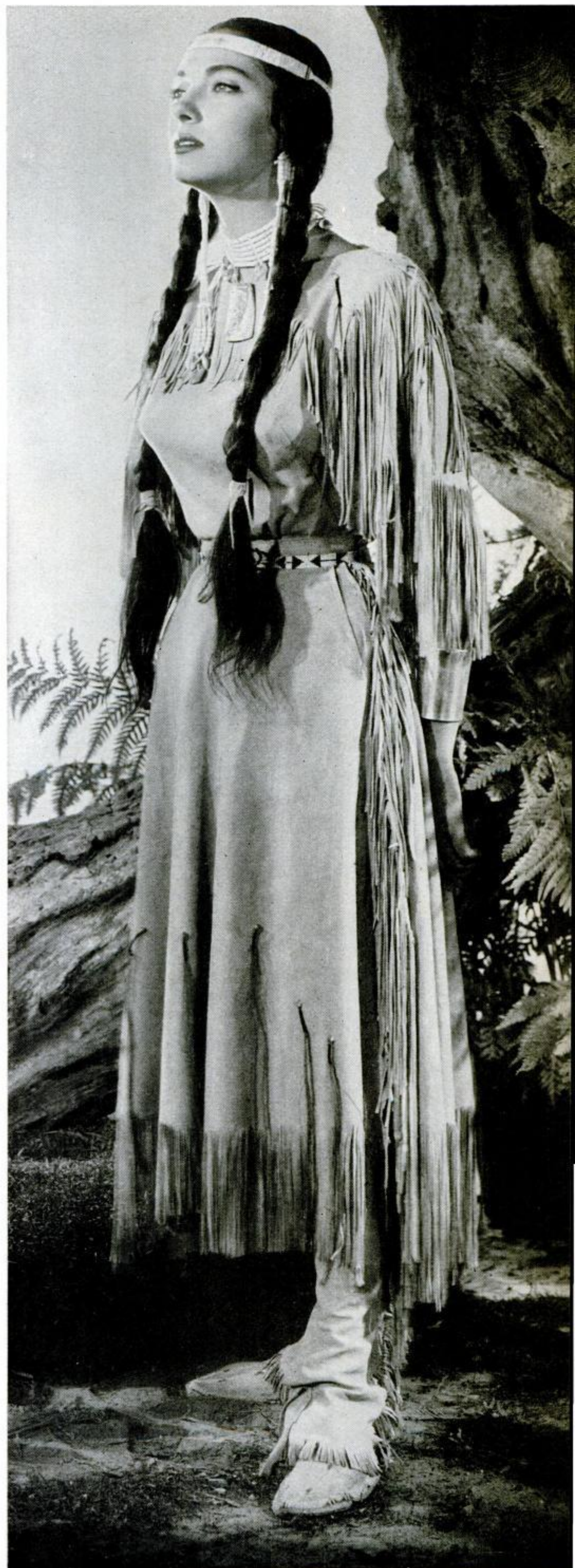
## NEW FILMS FEATURE PUGNACIOUS LOVERS

The movie screens are alight this month with the handsome faces of ladies looking on impassively while brawny men assault each other for their sakes with boot and bottle, fist and firearm. It is part of Hollywood's latest cycle, going back to classical storytelling formulas which have stood the test of time: sinking a damsel in a sea of troubles, setting a brave hero to get her out, piling on romantic local color and desperate brawls and the kitchen sink. In RKO's *The Big Sky* Dewey Martin gets beaten, knifed, half drowned and shot before he ends up wed to an Indian princess. In *The World in His Arms* (p. 60) Gregory Peck suffers repeated blows from bottles, belaying pins and a knout before he sails out of Sitka with a Russian countess. In *The Quiet Man* (p. 62) John Wayne and Victor McLaglen break all records for Irish combativeness before they decide the marital fate of Maureen O'Hara. It is all good, exciting fun, continuously entertaining and profitable too: with the help of these pictures box-office receipts are running 10% ahead of where they were a year ago. If this seasonal rise keeps on after the big TV programs reopen this month, it will be the best news Hollywood has heard in a long time.



**BATTLING FRONTIERSMAN**, played by Dewey Martin, is hero of *The Big Sky*. Here

he makes an enemy redskin bite the dust during a free-for-all along the upper Missouri.



**PRINCESS TEAL EYE** of the Blackfeet is played by Elizabeth Coyote Threatt, a New York fashion model who is half Cherokee.



"ARE YOU SURE  
YOU DON'T NEED  
a man's  
deodorant..."



Men, guard against perspiration odors! Mennen Spray Deodorant...longer-lasting protection, thanks to special ingredient Permatec. Crisp, masculine scent. Quick—"Just squeeze, it sprays!" Large size 59¢. New giant economy size 98¢—saves you 20¢. At your favorite drug counter today!

OF LEADING SPRAY DEODORANTS  
**ONLY MENNEN HAS ALL 4!**

Brand	1 Checks Perspiration	2 Special Deodorizing Agent*	3 Special Drying Agent	4 Type of Scent
<b>MENNEN</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>Crisp Masculine</b>
SPRAY B	YES	NO	NO	Sweet Perfume
SPRAY C	YES	NO	NO	Sweet Perfume

\*Permatec

P.S. to the ladies:  
Buy him his first bottle!

**MENNEN**  
Spray Deodorant  
**FOR MEN**



## BELLES AND BRAWLS CONTINUED

### ACTION IN ALASKA

*World in His Arms*, a Universal-International film, is derived from a novel by Rex Beach, an oldtime action novelist, and it is filled to the scuppers with every imaginable brand of oldtime action. International intrigue pits a Boston sea captain against the nephew of the Czar of Russia for the hand of a countess in disguise, and bloody battles rage up and down the Pacific from San Francisco to the Pribilof Islands.



**LOVE** sets the plot on fire when a Yankee sea captain called the Boston Man (Gregory Peck) falls hard for a sprightly runaway Russian noblewoman (Ann Blyth).

**RIVALRY** of Peck and another captain called the Portugee (Anthony Quinn) leads to thrilling race between two sealing schooners, which is won hands down by the hero.



**DIRTY TRICK** is played by the Portugee when he pretends to make up with the Boston Man, slugs him with a whisky bottle as soon as his back is trustfully turned.

**SMART TRICK** is played by Boston Man's crew, who disguise themselves as Russian monks to rescue their captain and the countess from czar's wicked nephew.



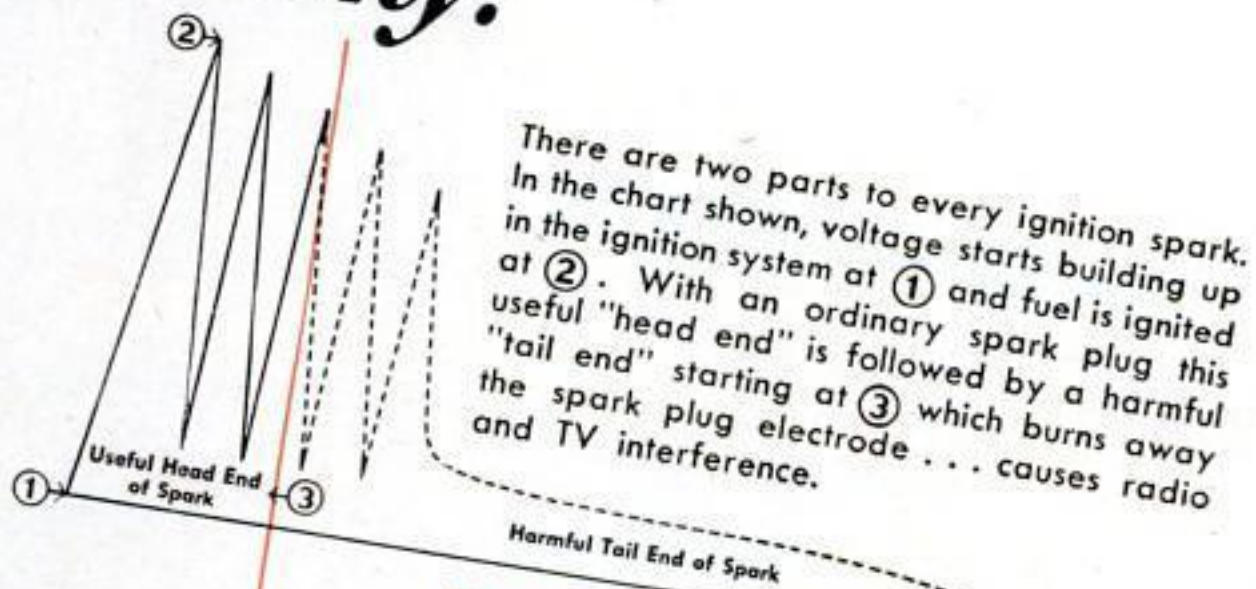
CONTINUED ON PAGE 62



# FIRST to meet demands of today's high powered engines

Gives you  
**QUICK STARTS**  
**GAS SAVINGS**  
**DOUBLE LIFE**  
**SMOOTHER PERFORMANCE**

Here's why:



With the ignition engineered Auto-Lite Resistor Spark Plug there's this difference. The built-in resistor controls the spark. Voltage starts building up in the ignition system at ①, delivers a super-spark to ignite the fuel at ② for quick starts, smoother performance and gas savings. But it filters out the harmful "tail end" spark from ③ on to eliminate radio and TV interference ... protects electrodes to double spark plug life.

First Resistor-Type Spark Plug Approved as  
Original Equipment by leading car manufacturers.  
AUTO-LITE SPARK PLUGS—PATENTED U.S.A.



Tune in "Suspense!"  
CBS RADIO MONDAY  
CBS TELEVISION TUESDAY

Auto-Lite RESISTOR Spark Plugs are one of a complete line of spark plugs made by Auto-Lite for every 115c



# Guide-Step means Measured Fit in 19 places



The Contourgraph—exclusive precision instrument that assures better fit—more comfort.

What determines the matchless fit of Johnsonian Guide-Steps? The wooden last (or form) over which they're made. Then what determines the shape and accuracy of Guide-Step lasts?

**Measurement.** But not the hand and tape measure method used on ordinary lasts. Instead, Guide-Step lasts are checked on the Contourgraph for 1/100 of an inch accuracy in 19 places, not just 4!


Such accuracy is the reason why

today you can enjoy wearing these shoes that are based on 24 years of research, that are the *only* shoes designed to fit the feet in action, that give more comfort from the moment you try them on until the time (much later) when you need another pair.

Learn how better fit in Johnsonian Guide-Steps helps to reduce foot fatigue. Write for free illustrated booklet and the name of your nearest dealer today.

**\$9.95**  
AND UP

A PRODUCT OF ENDICOTT JOHNSON  
**Johnsonian**  
GUIDE-STEP



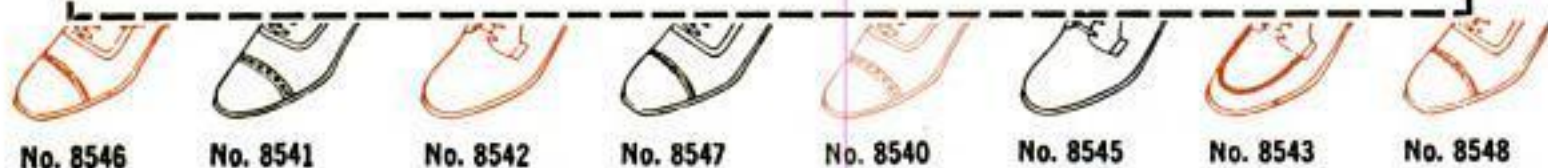
ENDICOTT JOHNSON CORPORATION  
Department L  
Endicott, New York

Please send me the free, illustrated booklet on Johnsonian Guide-Steps, plus the name of my nearest shoe store or shoe department.

NAME.....

ADDRESS.....

CITY.....COUNTY.....STATE.....



## BELLES AND BRAWLS CONTINUED



MAUREEN O'HARA  
plays a fiery Irish lass.

## LOVE AND IRE IN ERIN

Republic Pictures' *The Quiet Man*, directed by embattled Irishman John Ford (*The Informer*), foams like a glass of Guinness with the classic attributes of the Irish: their brogue, hot tempers, passion for betting, above all their belligerence, which keeps them whacking at each other in a bloodthirsty and utterly charming way for the two hours of film time. Real star of the film is the Technicolor scenery—lush green hedges, meadows and riverbanks where most of the shooting was done.



**MARRIAGE BROKER** (Barry Fitzgerald) instructs an American (John Wayne) in niceties of proposing to a hot-blooded colleen.



**MARRIAGE CEREMONY** finds the bride and groom posing stiffly for a picture before they start to squabble over her unpaid dowry.



**DOWRY DISPUTE** culminates in colossal 21-minute slugfest between the American and brother-in-law (Victor McLaglen) in village, field and stream.



# The "Sign" of a Good Whiskey

The bold handwriting you see on the OLD TAYLOR label is not just a signature—it's an endorsement. It's the endorsement of Colonel E. H. Taylor, Jr., a man who pledged his genius to the development of fine Kentucky whiskies. Among the many he created he selected only one—OLD TAYLOR—as his masterwork—and to it he proudly signed his name.

©The Old Taylor Distillery Co., Frankfort, Ky., 1952

ESTABLISHED BY  
*E. H. Taylor, Jr.*



## "Sign of a Good Host"



Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.



*Signed. Sealed and Delicious*





FOR THE FIRST TIME IN AMERICA, SOME OF THE AGA KHAN'S YEARLING THOROUGHBREDS ARE AUCTIONED AT SARATOGA BY SON ALY (ALONE AT CENTER)





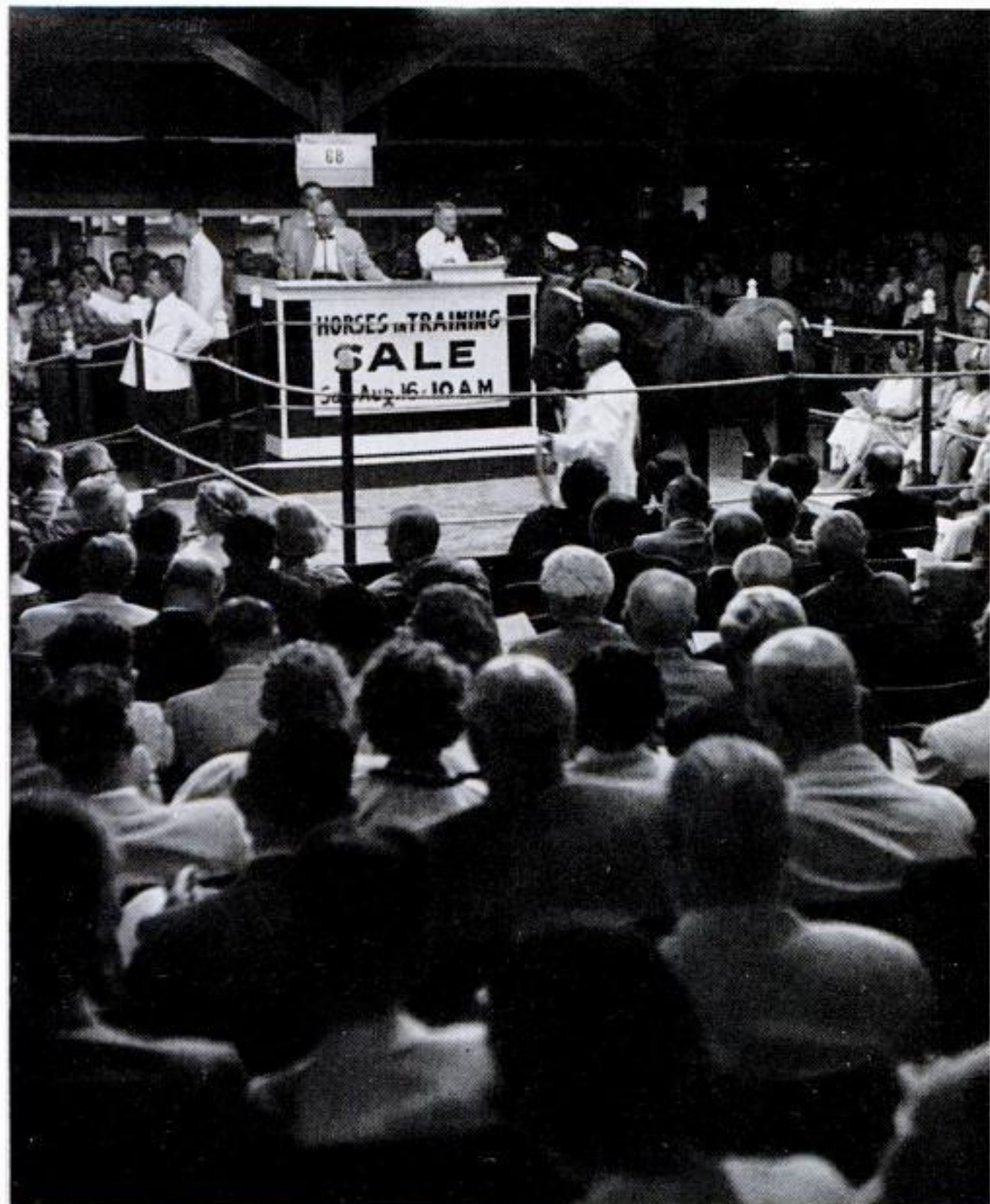
**COMPETING AT AUCTION** for one of Aly's horses, Max Hirsch, trainer for the King Ranch stables in Texas (left), signals his bid by touching chin while C. V. Whitney uses upraised fingers. Whitney got horse for \$12,000.

## IN AND OUT OF THE MONEY

**Aly sells his horses but takes loss with Rita**

Aly Khan came to the U.S. last month on a double mission—to get rid of some horses in the east and to win back a wife in the west. As it turned out, he did better in the east. At the annual yearling sales held at Saratoga Springs, N.Y., Prince Aly, who was a jockey in his youth, was eminently successful in peddling a paddock-full of his father's famous European horses. Around the stables and in the fling of parties before the auction, he talked up the Aga's horseflesh with such charm and enthusiasm that when the bidding began the 20 untried yearlings went for the whopping total of \$173,500, almost double what the experts had agreed they were worth.

But later out in Hollywood things were different. Trying for a reconciliation with his movie actress wife, Rita Hayworth (next page), Aly arrived bearing an impressive 75-pound sack of toys for his daughter Yasmin, then spent hours wooing Rita to the strains of recorded Arab music. When 3-year-old Yasmin was hurried to a hospital after an overdose of sleeping pills, Rita and Aly paced the corridors hand in hand, and for a moment it looked as if they were back together again. But last week, with Yasmin recovered and nothing settled, glum-faced Aly returned to Europe with full pockets and empty arms.




A CROWD OF 2,000 JAMS THE AUCTION STABLE TO WATCH THE BIDDING

CONTINUED ON NEXT PAGE


# Brushing Teeth Right After Eating with **COLGATE DENTAL CREAM** **STOPS BAD BREATH** **AND** **STOPS DECAY BEST!**

**Colgate Dental Cream Instantly Stops Bad Breath  
In 7 Out of 10 Cases That Originate In the Mouth!**



**COLGATE DENTAL CREAM  
MAKES YOUR MOUTH FEEL  
CLEANER LONGER!**

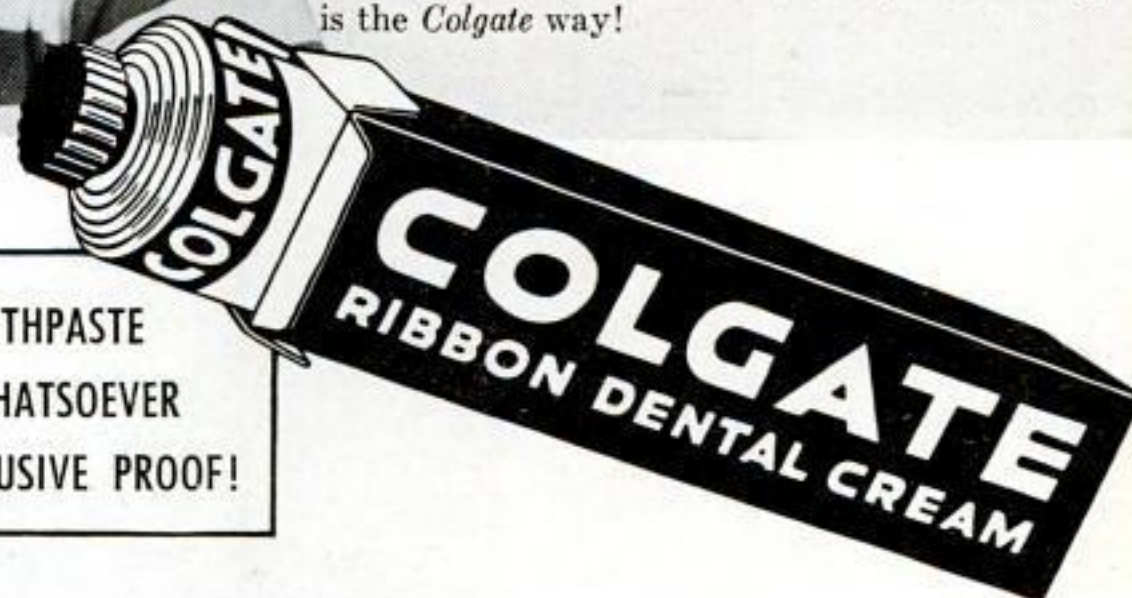
Colgate Dental Cream cleans your breath while it cleans your teeth! Yes, brushing teeth right after eating with Colgate Dental Cream gives you a clean, fresh mouth all day long! Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth. No other toothpaste has proved so completely it stops bad breath. And no other cleans teeth more effectively, yet so safely!



**AND THE COLGATE WAY  
STOPS TOOTH DECAY BEST!**

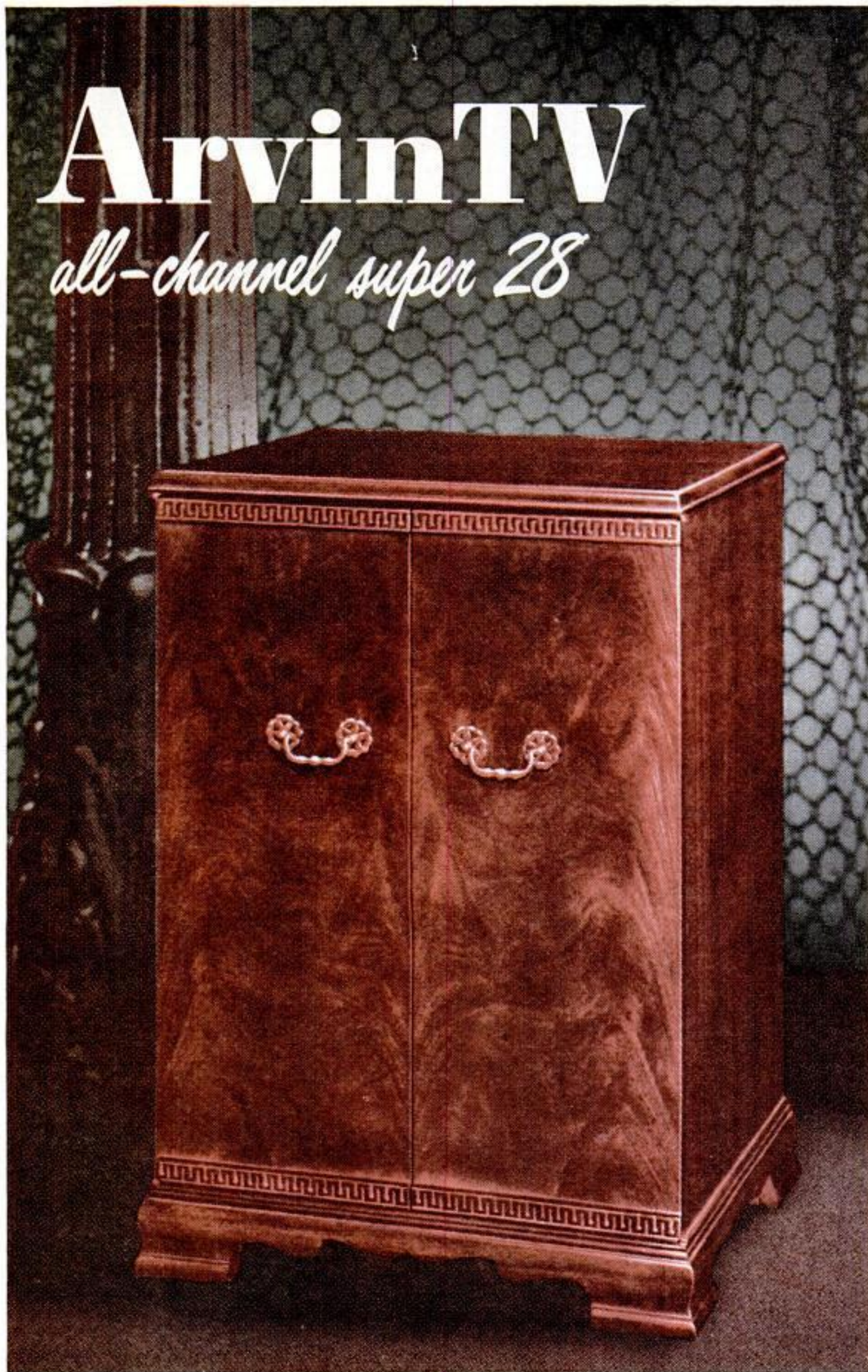
Yes, the best way is the Colgate way! Brushing teeth with Colgate Dental Cream right after eating is the most thoroughly proved and accepted home method of oral hygiene known today. In fact, the Colgate way stopped more decay for more people than ever before reported in dentifrice history! Yes, to help stop bad breath and tooth decay at the same time, the best way is the Colgate way!

NO OTHER TOOTHPASTE  
OF ANY KIND WHATSOEVER  
OFFERS SUCH CONCLUSIVE PROOF!



**PURE, WHITE, SAFE COLGATE'S  
WILL NOT STAIN OR DISCOLOR!**





Arvin Sheraton, hand-rubbed Honduras mahogany; 21-inch screen

The first TV engineered to receive

*all present and future channels!*



**At the turn of a knob**

Twist a single knob on your Arvin and you can receive all 82 VHF and UHF channels.

Arvin's new 28-tube\* super-custom chassis assures greater distance, finer pictures, less interference than you have ever known.

The complete Arvin line includes 16 console and table models with 17, 21 and 27-inch screens, in a wide choice of period and modern styling.

Write for complete color folder.  
ARVIN INDUSTRIES, INC.  
Columbus, Indiana

\*Including picture and rectifier tubes.



Arvin Shelburne 21-inch console. Hand-rubbed Honduras mahogany with shadow-box recess for decorative accent.



**FRIENDLY NUZZLE** is given to Aly by one of his father's horses as he writes note outside the Saratoga Stables before start of auction. Top Khan horse went for \$29,000, but others sold for as little as \$1,700.



**PRINCELY CHARM** is showered on Mrs. Isabel Dodge Sloane by Aly Khan at party given in his honor. Although only one woman bidder bought a Khan horse, others (including Mrs. Sloane) raised price.



**BIDDING QUIZ** is conducted by cosmetics queen Elizabeth Arden, who asked Aly's advice while dancing at Mrs. John Morris' party. In week before auction Aly sampled Saratoga's baths and went to races.



**ALY AND RITA** lunch in a Hollywood restaurant. Although they did not effect a reconciliation, Rita plans to visit Aly in Europe on her next vacation.





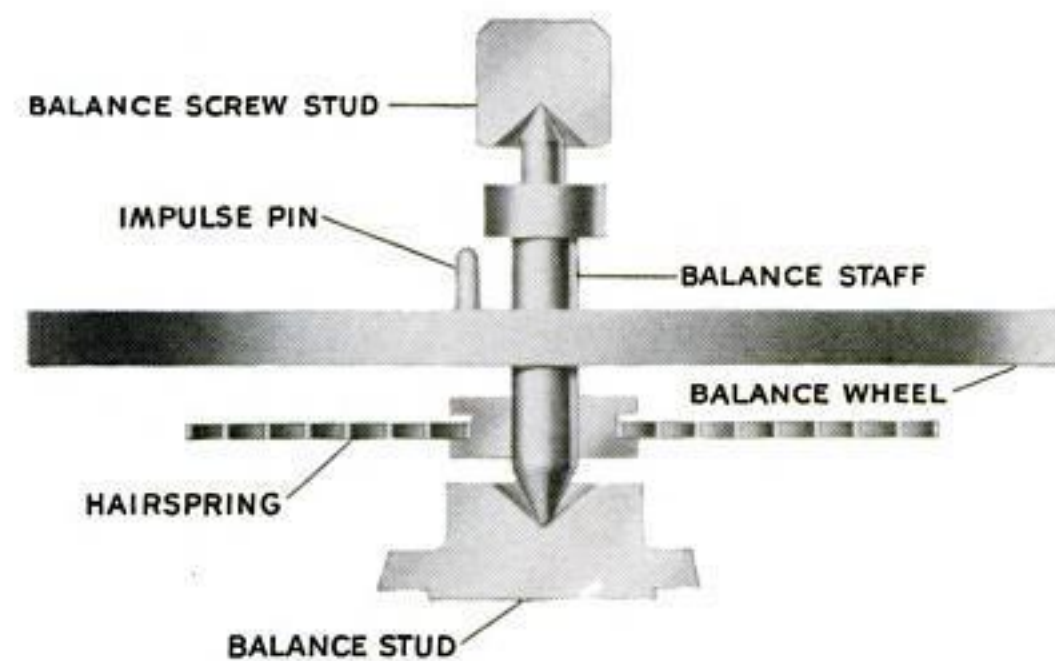
# AMERICAN SCIENCE CREATES A \$10 WATCH TO CHALLENGE \$50 WATCHES FOR ACCURACY AND BEAUTY—THE TIMEX

In a world run on a split-second time table, the "time-piece" itself has lagged behind. The so-called modern watch is actually an 18th Century Design—fragile, complex, expensive. Now American Science and production techniques have finally created the first truly *modern* watch. Geared to a revolutionary *non-jewel* movement, TIMEX has everything a man or woman could want in a watch—and at an astonishingly low price. By test, TIMEX out-performs watches costing five times as much. You can now see TIMEX watches for men and women wherever watches are sold.

a product of

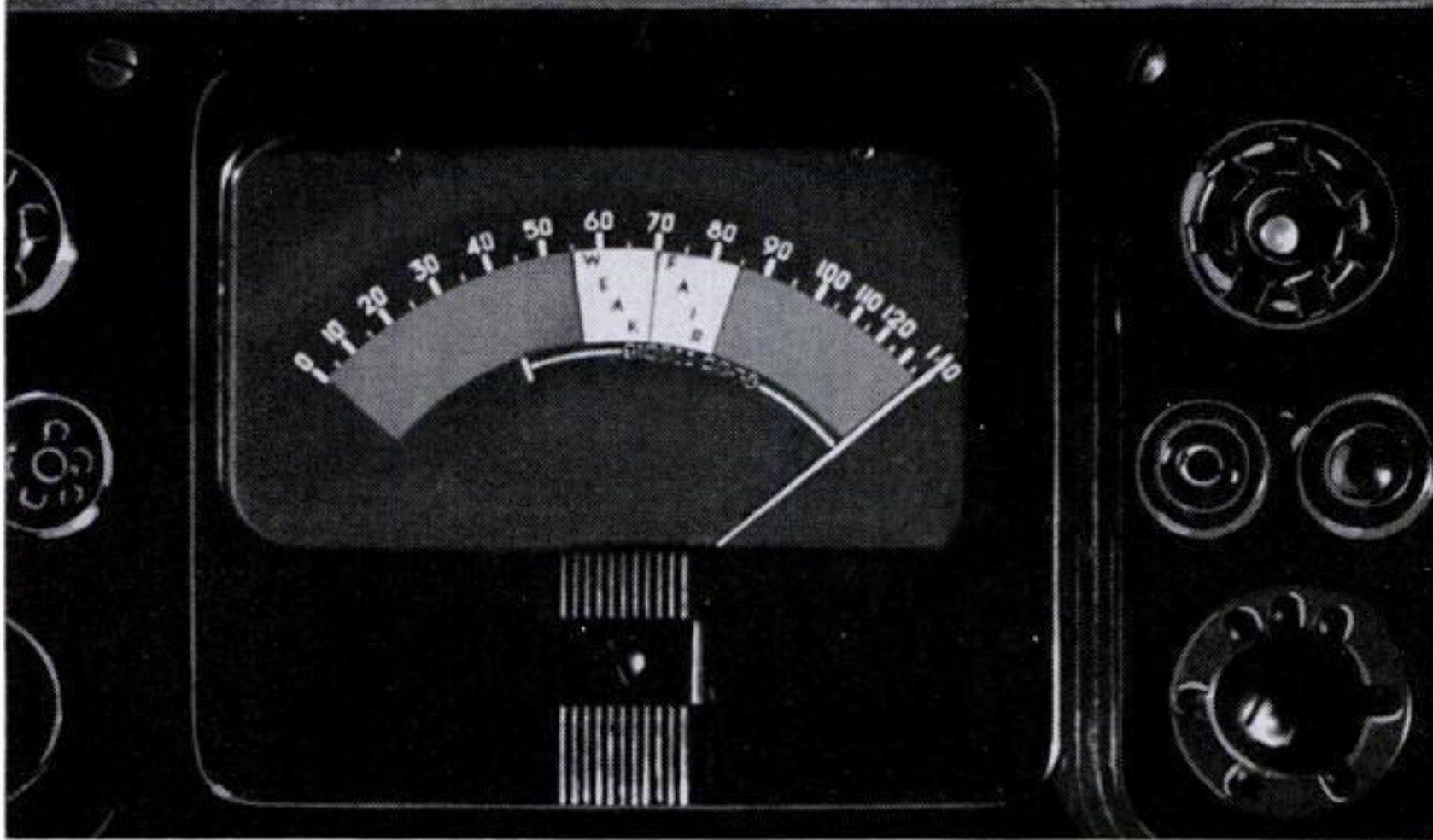
**THE UNITED STATES TIME CORPORATION**

World's Largest Manufacturer of Wrist Watches



## V-CONIC ESCAPEMENT Most significant Watch Movement in 200 Years

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Unlike "18th Century" movements that require great care, the V-Conic movement takes abuse and ticks on.



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Armalloy—a remarkable alloy adopted by U. S. Time—helps make TIMEX by test many times more anti-shock.



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**THE FIRST ALL-PURPOSE AMERICAN STYLING**  
Timex can be worn safely at sports and work, smartly for "dress-up".

**THE TIMEX PETITE**      **THE TIMEX CORONET**





**"As a sales manager,  
I find Greyhound  
best for business!"**

—writes Frank E. Foote of North Haven, Conn.

"In one year as sales manager of my company, I visited 138 cities in 43 states—all by Greyhound bus!

"The courtesy and skill of Greyhound operators was exceptional. I enjoyed complete relaxation—with none of the strain or bother of driving a company car. And yet, I had all the advantages of highway travel.

"Frequent daily schedules, the handy terminal locations and the direct routes make Greyhound an important asset in my business."

**GREYHOUND**

Free full-color booklet  
"Beauty Spots of  
America"

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## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**New preparation has remarkable  
skin-soothing ingredient**

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more . . .

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

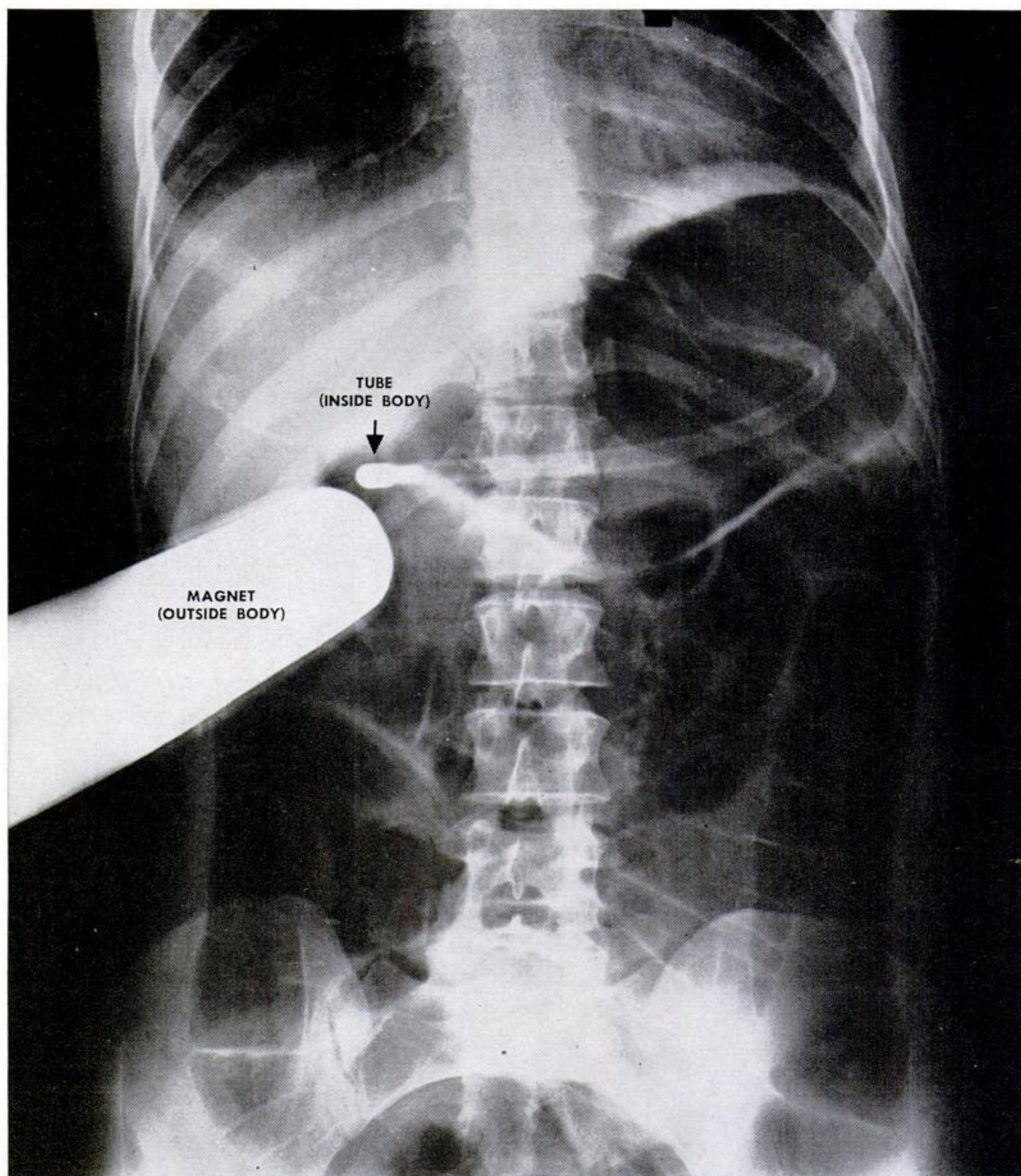
Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin . . . and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

**Try a tube at our expense!** Just write The J. B. Williams Company, Dept. LG-7, Glastonbury, Conn.

(Offer good in  
U. S. only.)

*Charles S. Campbell*  
PRESIDENT

## MEDICINE



X-RAY SHOWS METAL-TIPPED SUCTION TUBE MOVING THROUGH PATIENT'S STOMACH AS THE MAGNET GUIDES IT



**HOLDING MAGNET** and watching through the fluoroscope, Dr. Devine guides his new, virtually clogproof tube.

## MEDICAL MAGNET

**It guides suction tube through body**

The broad silhouette in the X-ray picture above is the image of a medical magnet which may help save human lives. It is a 20-pound hunk of alnico-5 metal used by Dr. John Devine Jr. of Lynchburg, Va. to guide stubborn suction tubes through the alimentary tract of patients with intestinal obstructions so that fluids and gas which might endanger their lives may be pumped off. The magnet is held outside the patient's body but the tube inside has a metal tip. By watching the position of the tube with a fluoroscope (left) Dr. Devine can guide it from the gullet through the stomach and into the intestine.

Older methods of inserting the tubes are both slow and uncertain. An ordinary suction tube may clog up when in use. And often it coils up in the stomach and never even reaches the intestine. Dr. Devine's new tube attacks both difficulties: it has a special air vent to prevent clogging and it can be guided quickly into place by the magnet which controls it.



**Kodak**  
TRADE-MARK



Snapshot chances—like childhood—  
don't come back once they're gone

## When is a snapshot? Let your heart decide

You don't need a photographer's eyes to tell you when.  
All you need is a big heart and a camera that's as  
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SMOOTH LAWN AROUND CHARLES SEAVERN'S HOME AT HARTFORD, CONN. GLISTENS WITH HEALTHY SHEEN. IT HAS MIXTURE OF GRASSES FOR SUN AND SHADE

# Building a Hardy Lawn

## BEST TIME TO GET STARTED IS IN THE FALL AND NOT IN THE SPRING

The dream of every home owner, large and small, is to surround his castle with a lawn of thick, velvety grass, deep green in color, cool and inviting, just waiting for someone to lie down on it. Few ever realize their dream. Most lawn owners are either too lazy to put in the required work or they do not bother to learn how to build a lawn. Professionals estimate that 75% of the grass seed and 50% of the money and effort put into lawns is wasted.

Growing a good lawn takes planning, a lot of work, but not necessarily a lot of money. The average lawn owner—there are about 25 million in the U.S.—has a lawn of about 3,000 to 4,000 square feet. In about two years he can build a solid turf for \$50 or \$60, provided he has reasonably good soil to begin with, buys good grasses and does almost all his own work. But chances are he will buy the wrong seed

or sprigs; he will put the most seed on the poorest soil, when he should do just the opposite. Worst of all, he will probably not give his lawn a thought until spring, which he reasons is the logical time to bother about growing anything, including grass. But spring is late, except in the southern U.S., to start building a hardy, healthy lawn.

The time to get started is late summer or early fall, whether starting a new lawn or renovating an old one. By September weeds are on the wane and grass sown at this time has a long, cool period in which to germinate and grow. By March or April it will be ready to fight the weeds on more equal terms. Anyone who is in earnest about getting himself a proper lawn will find on the following pages the best kinds of grass to grow, ways to recognize and fight a lawn's natural enemies and directions on how to get a good stand of grass growing.





This bouquet contains 12 main kinds of lawn grasses and plants. White clover (1), helps to keep a lawn green during summer. Permanent grasses for a cool climate include creeping bent (2), colonial bent (3), red fescue (7), alta fescue (8), roughstalk bluegrass (9) and Kentucky bluegrass (10). Permanent grasses for a warm climate include Meyer-Z-52-zoysa (11) and Bermuda (12). Grasses used for temporary cover are perennial

rye (4), Italian rye (5) and redtop (6). The bent grasses knit well, though creeping takes professional care. Fescues are good for large areas. Kentucky bluegrass is brilliant green. Roughstalk will grow in dense shade. Zoysia resists diseases and insects. Improved Bermuda strains stay green in hot months. Not shown are three other excellent grasses: Merion-B-27, a bluegrass; centipede and St. Augustine, especially fine for South.

CONTINUED ON NEXT PAGE





## LAWN PESTS: HOW TO FIGHT THEM

Mobilized against the lawn grower to destroy just as methodically as he builds, are the weeds, animals, bugs, worms and diseases shown here. Fortunately, however, modern science has given the gardener a whole battery of weapons with which to combat these pests.

The simplest way to defeat weeds is to take such good care of the grass that it will crowd out the noxious plants. But when weeds get

out of hand, chemicals may have to be resorted to. A spray or dusting of Two Four-D quickly kills broadleaved plants like the buttercup (1), dandelion (2), Rugels Plantain (6) and Buckhorn Plantain (7). Crabgrass (19) is a special problem, and there is no simple cure for this tenacious weed; a single plant can produce 200,000 seeds. Potassium cyanate (KOCN) and phenyl mercury compounds will knock out





crabgrass but should be used carefully since they may burn the lawn. KOCN also controls mouse-ear (12) and common chickweeds (13).

Animals like the pocket gopher (5) and the mole (25) can be asphyxiated by pouring a gas, like carbon bisulphide, down their holes. But killing the beetle grubs on which the mole feeds will drive him to new hunting grounds. Poison bait, carefully handled, takes care of

field mice (14), the baby ground squirrels (3) and striped ground squirrels (8).

Blights like leaf spot (11), which blotch a lawn, may leave of their own as weather gets warm and dry. If they persist, lime may control brown patch (4) and moss (20). Mercury compounds like those used on golf courses can be used against dollar spot (9) and pink spot (16).

Chlordane will easily massacre army worms

(17), ants (18), sod webworms (21) and cutworms (23). In strong doses it works on chinch bugs (15), Japanese beetle grubs (22) and June beetle grubs (24). DDT can also be effective on these bugs and grubs. To kill golden digger wasps (10), which can pile up as much as a pint of soil beside a burrow, drop a few grains of cyanide down the burrow (or just lay a stone over it) when the wasp is at home.

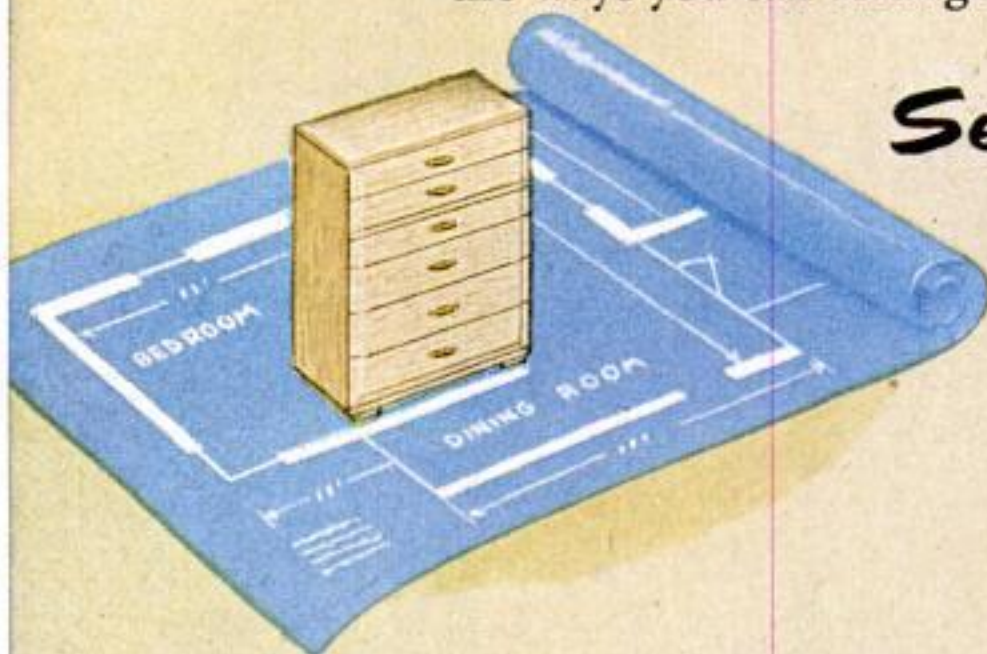
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## MENGEL SUN 'N SAND FOR YOUR BEDROOM

A choice of over twenty individual pieces, each piece perfectly mated to the next. There's no end to the ways you can arrange them. Choose Sun 'n Sand to make your room look made to order *for you!*



Mengel Furniture stays young, keeps active. The chest you buy now for one room for instance, will, years ahead, serve a fresh purpose in another.

Mengel Furniture groupings are priced from \$179 to \$499 f.o.b. Louisville

See your rooms grow roomier with

# MENGEL

## Sun'n Sand

Have more walking space around your dining table, more sitting space in your bedroom, more efficiency all around, with Mengel Sun 'n Sand Furniture. This handsome functional grouping even turns corners into useful cabinet areas. Sun 'n Sand is in the sunniest of all oak finishes... hearty and warm... introduced by Mengel to bring a lifetime of beauty into your home.

### THE INSIDE STORY OF MENGEL PERMANIZING\*



Mengel (and we believe only Mengel) Furniture is Permanized. Special moisture-resistant glues are used that are proof against humidity, so that joints and veneers won't come apart. \*PERMANIZING means —permanently joined by Mengel!



## MENGEL SUN 'N SAND FOR YOUR DINING ROOM

Heaven for the hostess. Look at the cupboard space! And those gleaming surfaces make serving so simple, they're as easy to care for as a china plate. And you'll find Sun 'n Sand prices most appetizing.

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY





**BASIC EQUIPMENT** for a small lawn includes bamboo rake (*top, above*), grass shears, hand sprayer (alternate is shoulder sprayer, *below*), wave sprinkler, a hoe, wheelbarrow, roller, iron rake, lawnmower and spade, an aerator (*left*) and weed knife. A large lawn requires a spreader and power mower.

## TO BUILD NEW LAWN FOLLOW THESE STEPS

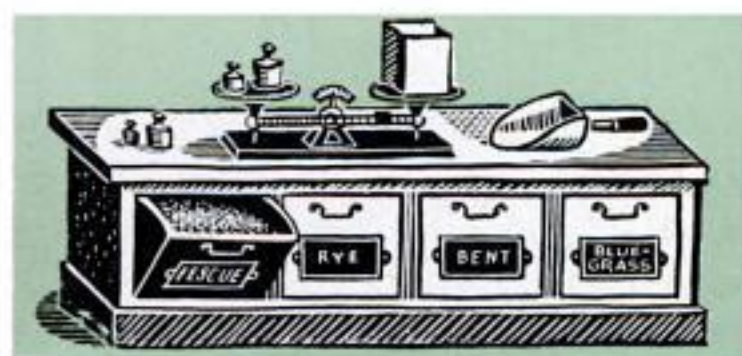
The homeowner who starts a lawn from scratch, either because he has a new house or because his old lawn is planted on such poor soil that it seems wise to begin afresh, can have healthy grass if he plants good seed in well-prepared soil that encourages strong roots to develop.

### THREE BASIC NEEDS

Four to six inches of topsoil from which water drains easily are necessary for a sturdy lawn. If the topsoil has not been pushed to one side and saved when excavation of the new house began, or if topsoil is exhausted, you may want to buy a new supply if you are sure of its quality. Trying to turn sand or clay into fertile soil with fertilizers is a difficult operation and no fertilizer will correct bad drainage.

Proper grading of subsoil is important. It gives the lawn a gentle slope away from the house with no steep drops or deep hollows and directs drainage. Hard work with a shovel and wheelbarrow can often accomplish this for a small lawn. If spots which trap water still remain, drainage tile should be laid after seeking the advice of a landscaper.

The right seeds for the climate, soil conditions, sun and shade of the individual plot must be planted if the lawn is to thrive. This is a crucial matter—using cheap mixtures is like throwing money into the ground. Of 93 blends analyzed by New York State's seed analyst in



1951, 45 contained at least 55% permanent grasses (see types, p. 71). The rest did not meet this low standard. Cheapest and best, in the long run, is to buy separately—and in the exact amounts needed—the grasses best suited to the individual lawn and to plant them in varying proportions according to the conditions in different parts of the area.

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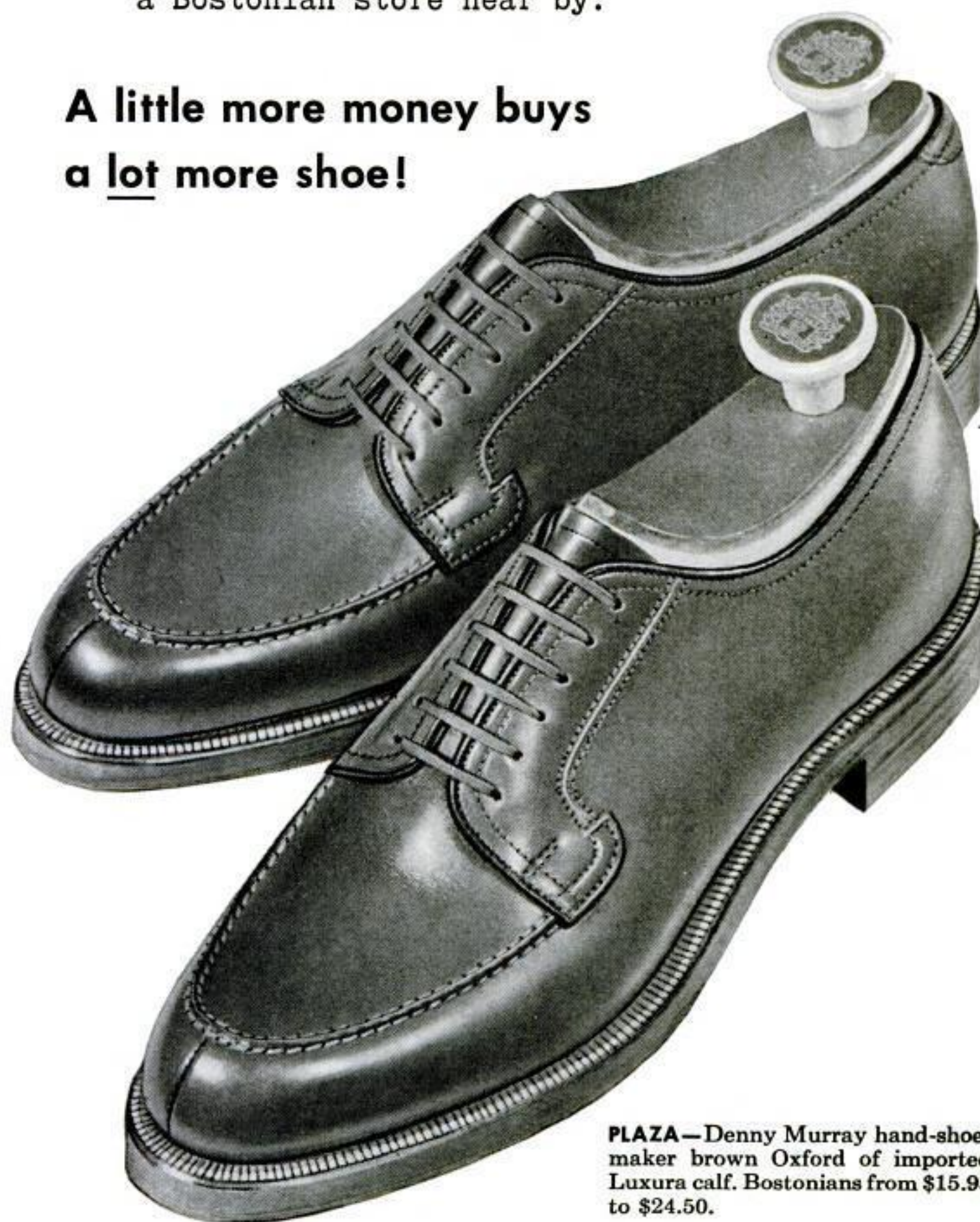
*Scene—two men strolling home from work.*

**Young Man:** How come you wear nothing but Bostonian shoes?

**Man of Experience:** I got fed up trying to buy shoes on price alone. It doesn't work. Now, Bostonians may cost me a little bit more. But they wear about twice as long and look better every day I wear 'em. Makes sense, doesn't it?

**Young Man:** You sold me! Wonder if there's a Bostonian store near by.

**A little more money buys  
a lot more shoe!**



**PLAZA**—Denny Murray hand-shoemaker brown Oxford of imported Luxura calf. Bostonians from \$15.95 to \$24.50.

# Bostonians

© Bostonian Shoes, Whitman, Mass.

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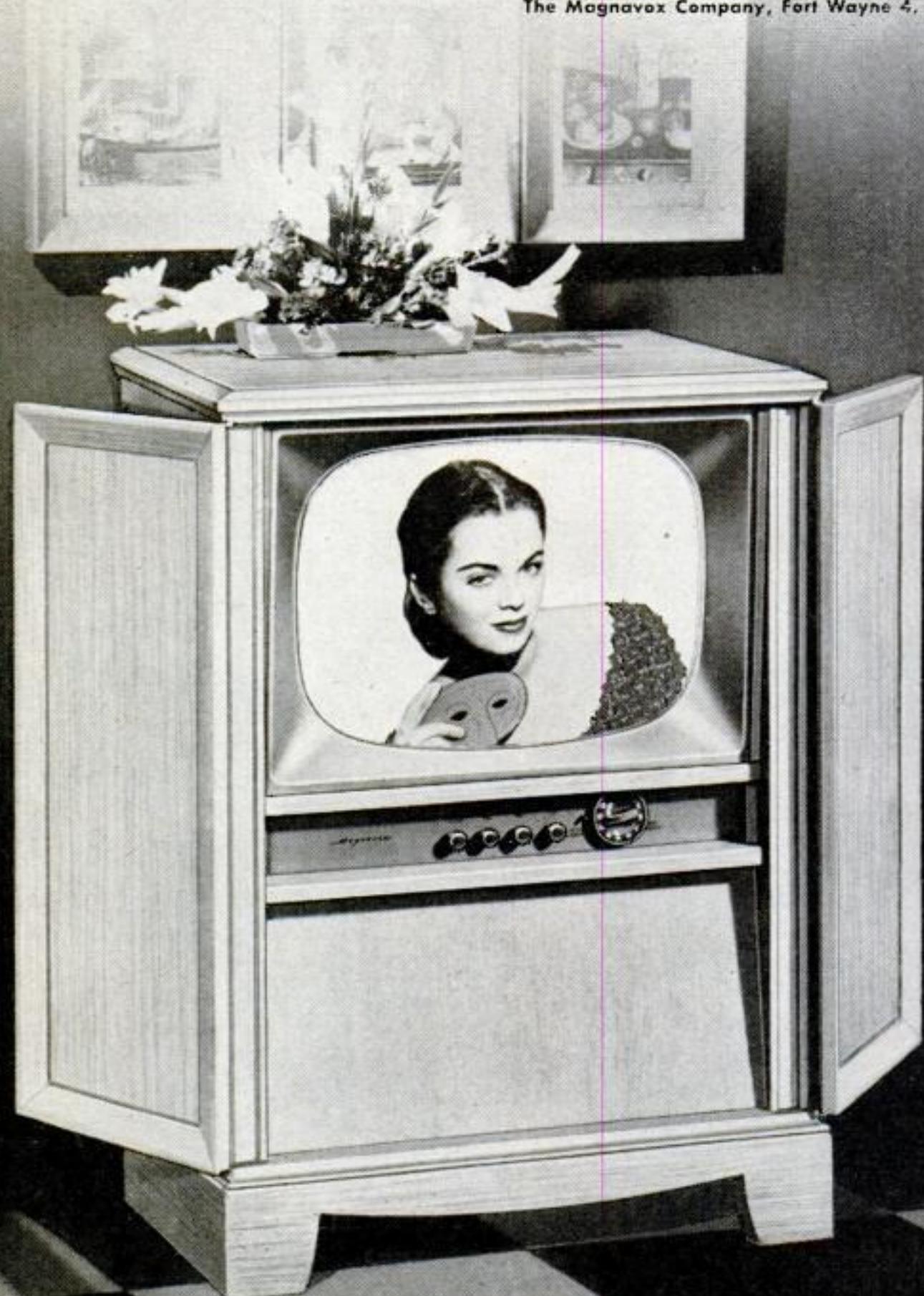
most pleasant to watch. Magnavox heirloom-quality

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THE CONTEMPORARY 21 with 21-inch picture tube. Specially designed speaker slanted upward for best distribution of famous Magnavox tone. Smart blond or rich mahogany finish.

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PRICES SUBJECT TO CHANGE WITHOUT NOTICE

## HARDY LAWN CONTINUED



### FROM SOIL TO SEED

After grading subsoil and correcting drainage, next step is to fortify it. Use superphosphate and, in many parts of the U.S., some ground limestone, working them into the subsoil to a depth of four inches. Next lay the topsoil over the loosened subsoil. Check the topsoil's consistency. Organic matter—well-rotted manure, commercial humus or peat moss—may be used to correct mild sandy or clayey conditions.

A chemical analysis of the topsoil will show how acid or alkaline it is. Dig from various places in the lawn, four inches down, enough soil to fill a clean pint container and send it to the county agricultural agent or to the state experiment station. Most soils east of the Mississippi are somewhat acid, but only a test will show how much lime should be used to cut the acidity of a particular lawn sufficiently for the grasses that are to be planted there. (Some grasses need a more alkaline soil than others.) At any rate, never in one season apply more than 75 pounds (per 1,000 square feet) of ground limestone—the cheapest and safest kind of lime to use on a lawn.

Fertilizing comes next. For most soils spread 30-40 pounds of fertilizer per 1,000 square feet, working it in four inches deep. Buy the least expensive good quality dry fertilizer that is marked 5-10-5. The numbers indicate the proportion of nitrogen, phosphoric acid and potash, the three major plant foods. The chemical analysis of the soil will show if any radically different proportion is needed. A second feeding of 20 pounds of 5-10-5 should be spread in the spring.

You are now ready to prepare the seed bed. Rake carefully, remove all stones. If possible wait a few weeks before seeding bed to give weeds in soil a chance to sprout and be scratched away in a final raking. September is the best time for most permanent plantings. (Spring planting is recommended for certain kinds of grass which grow best when it is hot.) Around a house that is finished in the spring, the homeowner may want to plant some temporary rye grass (four to six pounds of seed to 1,000 square feet) in order to have a green cover for summer. In the fall this is turned under, and permanent grasses planted.



When the seed bed is ready, moisten the surface lightly. Measure out areas of 1,000 square feet and weigh out the proper amounts of grass seed. Spread the seed on evenly. Use a spreader or, if scattering the seed by hand, divide into two piles—spread one pile walking lengthwise, then the other pile walking crosswise. If most seeds are of the relatively large type, rake the soil lightly—just enough to cover them. If most are small, press lightly with a roller or a board. If one of the chosen kinds of grass is not yet available in seed, set the sprigs out in the seeded lawn or add the sprigs later, in the spring.

Until the grass appears, the newly planted seeds should be watered with a fine spray, often enough to keep the bed constantly moist. New roots of grass may die if they are dried out for even a few hours. Seeds have different germination speeds. Do not worry if the grass appears in patches. Keep off the new seed bed. When the grass is two inches high, mow it to one or 1½ inches and keep mowing every few days. Let the grass clippings lie on the lawn. As cold weather approaches ease off cutting and let the new lawn winter at 2 inches. Be sure to take off fallen leaves which may smother the new grass. No winter protection is necessary, but careful maintenance should begin in March.

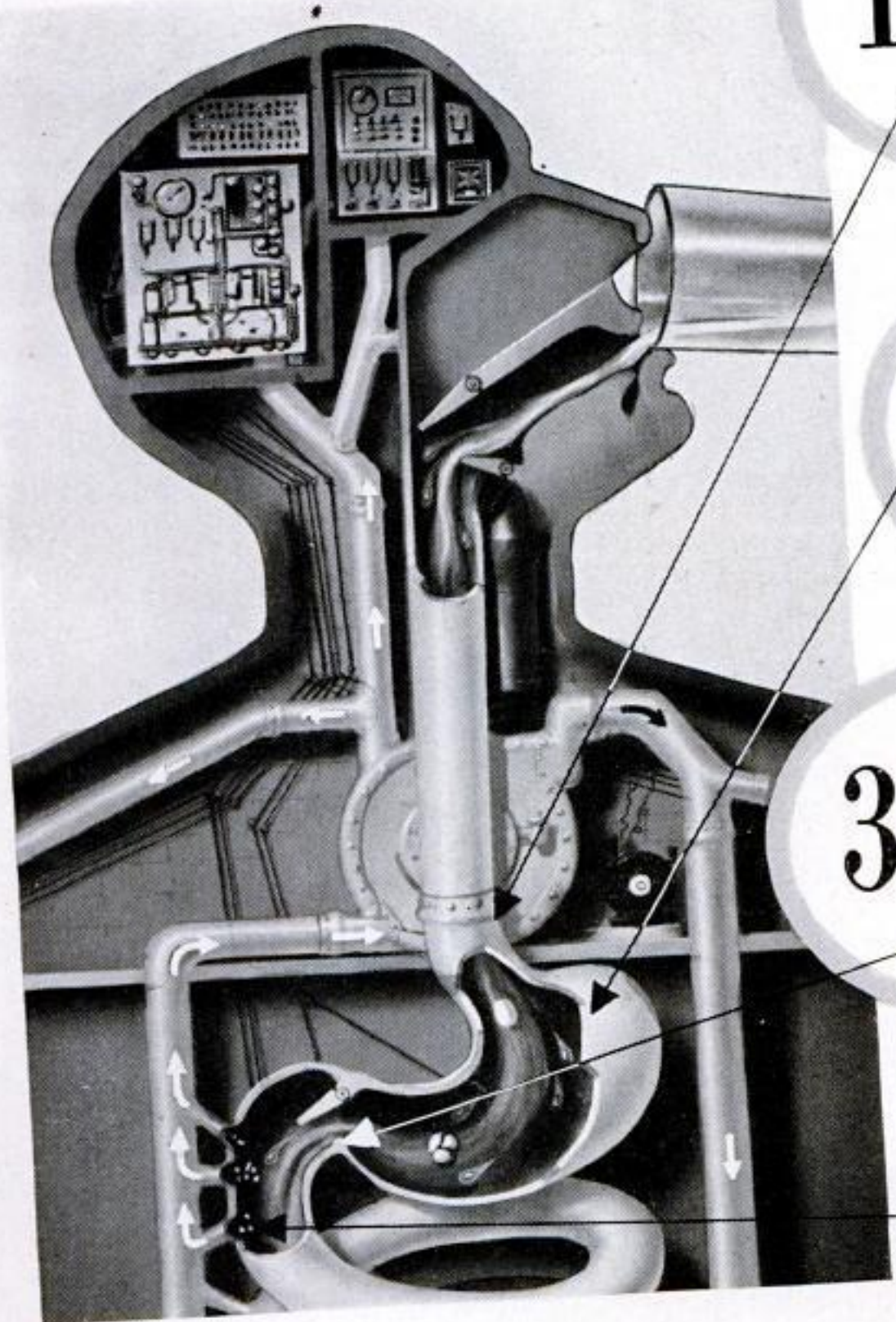
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New way to get fast pain relief!



1 Here's why Bufferin does everything aspirin does and does it faster and better!

2 Before any product can relieve pain, the pain-relieving ingredients must get out of the stomach and into the bloodstream.

3 Bufferin, being antacid, opens the trap door of the stomach, gets into the bloodstream twice as fast as aspirin.

4 That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset the stomach!

# Bufferin

TRADE-MARK

- acts twice as fast as aspirin!
- doesn't upset the stomach!



PRODUCT OF BRISTOL-MYERS

No tablet or powder can give you relief from pain until the pain-relieving ingredients enter the bloodstream. Bufferin, being antacid, opens the stomach valve, gets into the bloodstream twice as fast as aspirin. Bufferin acts twice as fast to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.

Clinical studies prove that people who took Bufferin had more pain-relieving ingredients actually in the bloodstream in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts twice as fast as aspirin to relieve pain.

For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or pharmacist about Bufferin. Get Bufferin from your druggist... today!

If you suffer from ARTHRITIS or RHEUMATISM, ask your physician about Bufferin



*Biggest labor-saver  
in the home  
since paper towels!*

**Dixie  
Cups**

... NOW IN HANDY HOME DISPENSER



**NO GLASSES TO WASH**  
Less Work for Mother  
Clutter-Free Sinks  
Saves Valuable Glassware



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**PROTECT CHILDREN**  
No Broken Glass  
Won't Spread Germs  
Replaces Messy  
Bathroom Glass



**Handy Home Dispenser**

**ATTRACTIVE! INEXPENSIVE! EASILY MOUNTED!**  
At your favorite Super-Market, Grocery, Variety,  
Drug, Hardware or Department Store.

**Dixies do so much  
... cost so little**

Now Big, Economy-Size Boxes of  
Dixies Give You Every-Day Dixie  
Cup Convenience at Low Cost.

**Doesn't bear the name Dixie...it isn't a genuine Dixie Cup**  
DIXIE CUP COMPANY, EASTON, PA.

**HARDY LAWN** CONTINUED



## REVIVING SICK LAWNS

If there is enough good topsoil and adequate drainage, it is not difficult to restore a neglected lawn to health. September is the time to start. First rake or dig out as many weeds as possible, trying not to scatter seed heads. If necessary, mow weeds down close (in this case use a grass catcher to collect seed heads) and apply weed killer (pp. 72-73). Loosen bare spots in lawn with an iron rake or hoe. If hard packed, such spots are good places to experiment with the new chemical soil conditioners. Wherever the soil is tight the lawn needs loosening deep down with an aerator. Spread lime if needed. A week later use 20 pounds of fertilizer, working it into bare spots, watering it in elsewhere. Finally smooth the entire surface and reseed all bare spots and thin areas, in the same manner as seeding a new lawn.

## PROPER CARE OF LAWNS

The simplest formula for keeping a lawn in good shape is to feed it twice a year, cut the grass regularly but not too close, soak the grass down to the roots when watering, and reseed sparingly. On an established lawn the fertilizer is not worked into the soil, but is spread on and then watered in to keep from burning the grass. Fall feeding of 20 pounds of 5-10-5 fertilizer should be applied in September. The spring feeding should go on soon after the spring thaw and should cover the entire lawn whether it looks hungry or not. Do not put off fertilizing until summer or weeds will get the benefit, as cool season grasses turn dormant during hot months. If the grass is the kind that grows best in hot weather, summer fertilizing is all right.

Proper mowing takes discipline and persistence but less time behind the mower than many lawn owners think. When grass is growing fast cut often, keeping mower blades sharp and taking off only a little of the grass at a time. A close shave is disastrous to the commonest lawn grasses. It invites drought and weeds. (Many creeping grasses can be cut close but then require extra care.) Mow bluegrasses and fescues twice a week through May and June with mower set at 1½ inches but in July and August raise setting to two inches and mow only often enough to maintain that height. Mow often in the fall, at 1½ inches, but taper off to two inches before winter. Short clippings should not be collected. They help fertilize the lawn. Turn mower in the direction clippings fall, so that they are chopped fine on the next round.



Lawn owners who pride themselves on watering the grass every evening are encouraging crabgrass and other weeds. Frequent shallow watering is one of the worst things that can happen to a lawn. In mid-summer too much water may even injure normally dormant grass. Do not water an established lawn except when a knife or trowel dug into the dirt shows that the soil is dry to a depth of four inches. Then soak the lawn with a slow, steadily moving spray. Contrary to superstition, the best time for soaking is the morning of a clear, sunny day.

Reseed thin patches lightly in the fall, and with certain grasses in the spring. First loosen the soil, then roll gently. A light rolling over the whole lawn in the spring, after the ground is reasonably dry, presses down frost-heaved roots. Fall is the best time for liming, if it is needed. Weeds in well-established turf should be hand-picked as they appear. Spots laid bare by insects should be cleaned off and reseeded.



*We put it down in black and white—*

**For a TREAT**  
**instead of a TREATMENT**  
**smoke**  
**Old Golds**

If you've put medical claims for cigarettes in the doghouse, remember this simple fact: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the United States Government.







## How to get **Sure** out of the bottle

*You have to have a special bottle, a very special bottle, to do this trick—a bottle of Seagram's 7 Crown. Then pour. Suddenly the Sure in the*

*bottle is transformed into a drink of Sure perfection in your glass. Works every single time! Nice trick if you can do it . . . and you can!*





Say **Seagram's** and be **Sure**

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

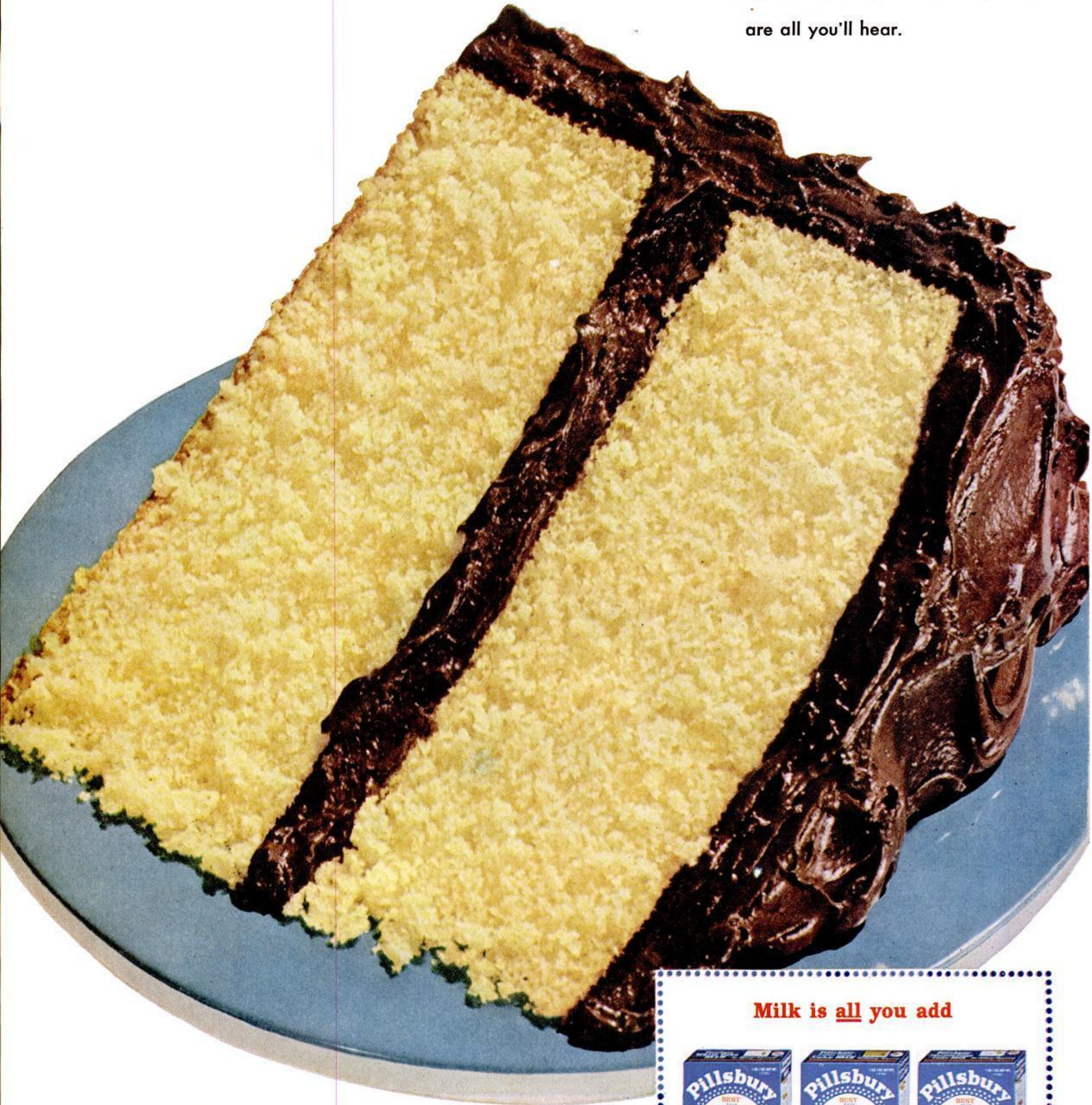
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And compliments, compliments, compliments  
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**Pillsbury thanks you**—for making these the most popular of all cake mixes.  
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## Pillsbury Cake Mixes

**WHITE... CHOCOLATE FUDGE... GOLDEN YELLOW**

**Milk is all you add**



No eggs, flavoring or extras of any kind required.  
These are complete mixes.





"MISS LOCOMOBILE" was unofficial title given Anne French in 1900 when she appeared on Washington streets in this steamer. Still modeled after the horse

carriage, its steam engine was housed under the seat and the rear deck. She had to hold on to her hat to keep it from flying off when she went nine miles per hour.

# The First Woman Driver

A.A.A. HONORS MOTORIST WHO GOT LICENSE IN 1900, NEVER HAD A DENT

by MILTON LEHMAN

**N**EXT to the mother-in-law and the farmer's daughter, the lady driver has long been the weariest butt of male American humor, which assumes that women always make left-turn signals when they plan to turn right, wigwag to pass when they plan to back up, and will crunch 85% of the fenders damaged in the U.S. in any given year.

This libel, however, definitely could not be applied to Mrs. Walter M. Bush. Mrs. Bush, a 73-year-old white-haired grandmother of Concord, Mass., was the first licensed woman driver in the U.S. She has never made an improper signal; she has never dented a fender; she has never exceeded the speed limit; she has never been scolded by a cop. Mrs. Bush, however, does not provide a complete answer to anti-feminists of the road. She stopped driving in 1903.

Recently I bucked the swarming 1952 traffic from Washington, D.C. to South Brooksville, Maine, to visit her at her daughter's summer home. While we talked, her grandson Lincoln Smith worked in the backyard, hip deep in the random parts of his 1939 Ford convertible, which he had just bought with the proceeds from raking blueberries. Sitting on the front terrace overlooking the blue waters of Bucks Harbor, Mrs. Bush was delighted to recall the days

when she was Anne Rainsford French, a belle of Capitol Hill, a licensed steam engineer and Miss Locomobile of 1900.

This month the vigorous Mrs. Bush will return to Washington in person to help the American Automobile Association celebrate its Golden Jubilee as the motorist's best friend. At that time, the District of Columbia Fire Department has promised, she will be able to indulge her whim to ride in a red fire engine down Pennsylvania Avenue. The Department will thus repay a long-standing debt. More than 50 years ago Anne French and her father conditioned the city's fire horses for the horseless age.

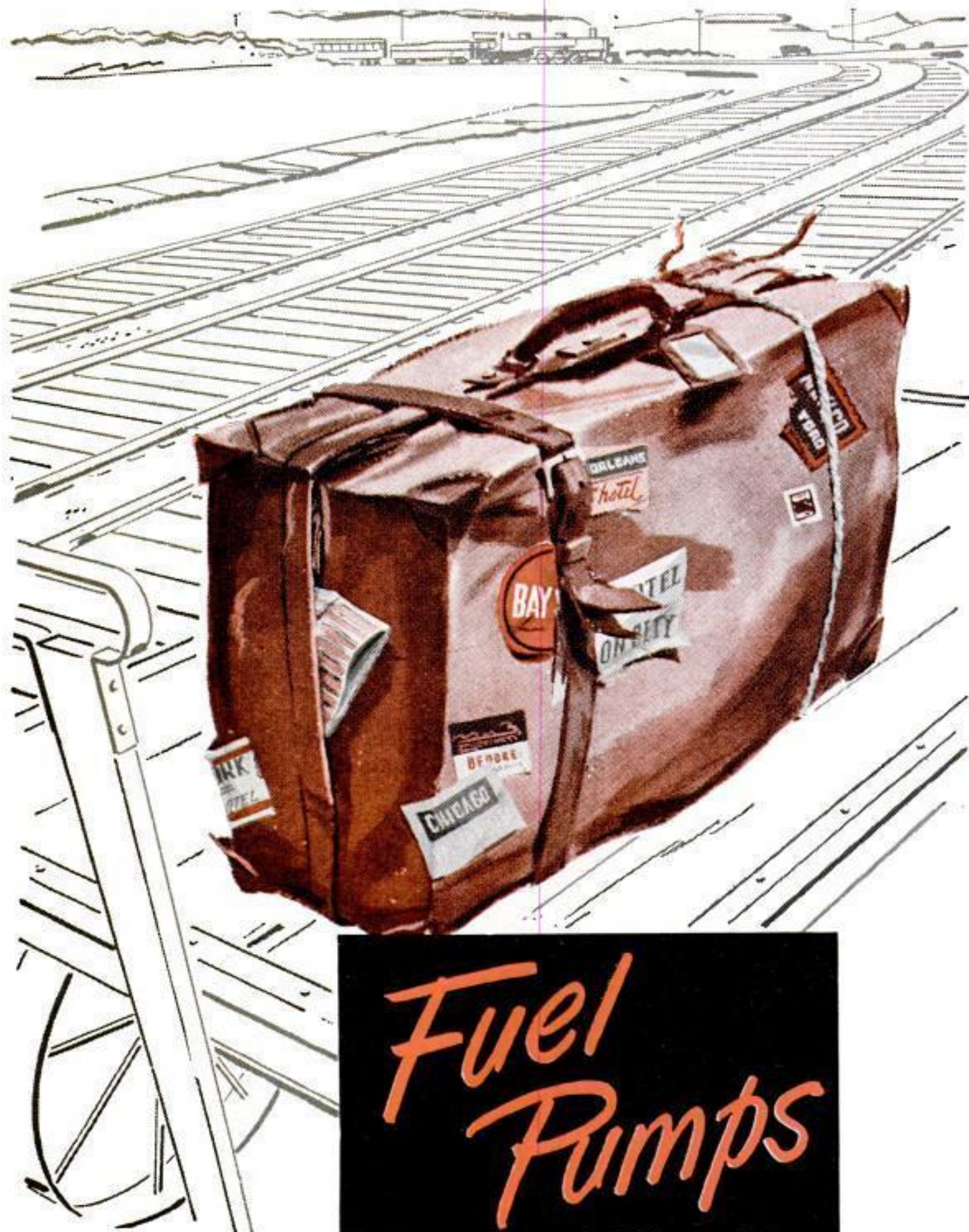
This takes a little explaining: Mrs. Bush's father, William Bates French, was one of Washington's most noted doctors, and among his duties was being physician to the District Fire Department. Dr. French decided on a drastic treatment. He and his daughter would drive their hissing steamer to the firehouse and sit there, while the horses snorted and reared, until the Locomobile noisily blew its safety valve. After several such treatments the horses calmed down and Dr. French was able to pronounce them cured of their automotive phobia.

While Mrs. Bush rejoices in her pioneer role, her



ANNE AT 73 likes flying. But she never drives a car any more.





## Fuel Pumps

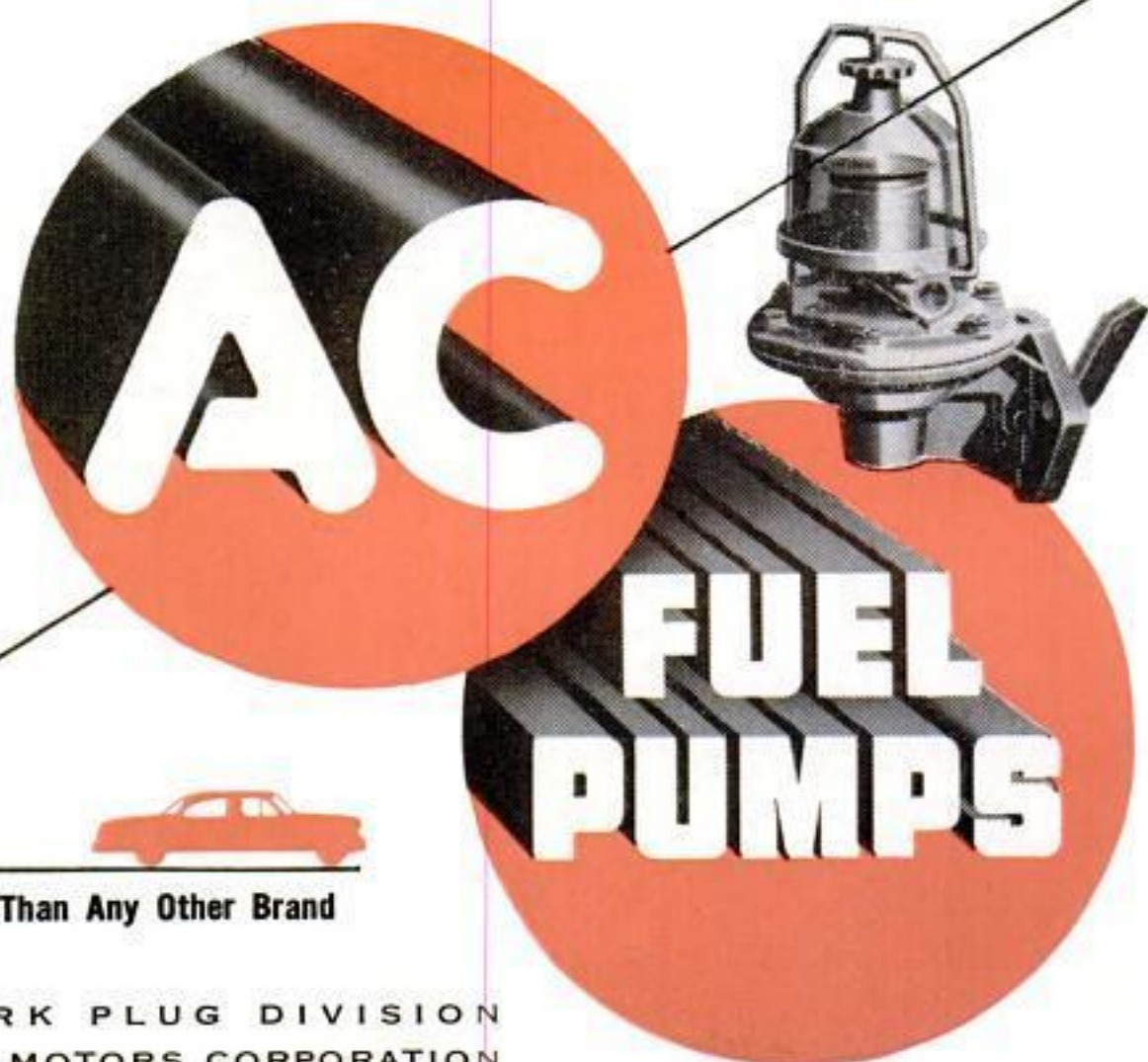
Get Travel Worn Too

That "about to burst at the seams" look marks the piece of luggage that has seen many baggage cars and trucks, many trips on many trains. Fuel pumps, pulsating 1500 times every mile you drive, wear out, too—but their appearance (unlike a traveling bag) doesn't reveal their worn condition.

Whenever and wherever pump failure occurs—late at night on a lonely

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If your fuel pump has had a long period of service, it is reasonable to assume that its moving parts are "tired" and worn. That makes it time to install a new AC, for 25 years the first choice of automotive engineers. Insure a trouble-free travel future with a new AC Fuel Pump.



Used On More Cars Than Any Other Brand



AC SPARK PLUG DIVISION  
GENERAL MOTORS CORPORATION



AS A MODEL Anne posed for this statue representing "America," created by her uncle, Daniel Chester French. Uncle Daniel once took a ride with Anne in the Locomobile, then politely announced that he still preferred horses.

### FIRST WOMAN DRIVER CONTINUED

experiences have never made much of an impression on her grandchildren. When she told Lincoln, a high-school pitcher and hot-rod pilot, that the District speed limit was nine miles an hour and that her father was once fined for going 12 miles an hour, Lincoln advised her that when he tried to get his convertible down to 12 miles an hour, the motor stalled. Her collegiate granddaughter, Rachael, was more aroused by grandma's driving costume than by her mechanical skill. "If the car broke down," Rachael asked, "couldn't you get a boy friend to fix it?" "Certainly not," said Mrs. Bush. "I knew more about the engine than they did!"

"Just try to get across to the young folks how we felt!" she said, settling back in a canvas deck chair. "We don't seem to speak the same language. It's not that I'm a slowpoke," Mrs. Bush added. "About 15 years ago, my younger brother drove me down to Washington in his heavy Chrysler, and our cruising speed was 90 miles an hour. I loved it and I didn't do any back-seat driving. When I got to Washington my sister took me up in a sightseeing plane over the city. I had a fine time and I'd do it again. But the old Locomobile was much more exciting than that."

As Anne Rainsford French, the first-born of the respected Washington physician, she lived in a handsome, well-staffed house on then-fashionable East Capitol Street. Her family was among the city's well-born and took an active part in local and national affairs. Uncle Benjamin Brown French, an Army major, had been clerk of the House of Representatives and a friend of President Lincoln. Another uncle was the famous sculptor, Daniel Chester French; Anne often posed for Uncle Daniel—"draped, of course," her mother always said—and became, among other things, the model for two figures of a group in front of New York's old Custom House, an angel in a Boston cemetery and George Washington's legs.

The French household centered on Dr. Bill, a redheaded, red-bearded physician, who took time out from delivering babies and tending the ill to conduct experiments in bacteriology. With one of the first privately owned microscopes in the city, he carried out tests for Dr. Walter Reed in the study of typhoid and yellow fever.



AS A BELLE Anne also found time for busy social season of Washington at turn of century.

CONTINUED ON PAGE 86



ANOTHER IN THE FAMOUS SERIES OF *Milliken* MAGIC FABRICS

Dress by Ceil Chapman



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thanks to "Orlon"®... it washes



**LORETTE**® by *Milliken*  
55% Orlon... 45% Wool

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**LORETTE** keeps pleats and shape—even after washing

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**LORETTE** comes in newest fashion colors and patterns

**LORETTE** looks and feels like luxury worsted

**LORETTE** offers economy of upkeep

**LORETTE** is more comfortable than fabrics of same weight

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**Why did Milliken select Orlon to blend with wool?**

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DEERING, MILLIKEN & CO., INC., 1407 BROADWAY, NEW YORK 18, NEW YORK

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SUCH A DULL PARTY?**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



THE STANLEY TWINS marketed first U.S. violins besides making Stanley Steamer. They resembled each other so much that it was said the only way to tell them apart was to tell them a joke. The one who slapped his thigh and said "Godfrey Mighty!" was F. E. (left). The one who said "Gee Crackey!" was F. O.

### FIRST WOMAN DRIVER CONTINUED

Anne sometimes helped him at the microscope, making drawings of what they saw on the slides. Only 20 years his junior, Anne called her father "Bill," with his approval.

"Bill had two ideas that were rare for his time," Mrs. Bush recalled. "First, he believed that girls could be useful as well as ornamental, and second, he genuinely disliked horses. They would always rebel, he said, if you gave them half a chance. Actually, he wasn't a very good horseman. When the Locomobile people opened their agency on Connecticut Avenue in 1899, he couldn't wait to get there."

The Locomobile was a later name for the "Stanley Steamer," product of F. E. and F. O. Stanley, Maine farm boys and identical twins, who wore identical beards, identical clothes and signed their names with identical scripts. In the 1890s three substitutes for the horse were being tested—the electric car, which depended on the continuous recharging of its storage battery; the "explosive" or gasoline engine, which traveled with a trail of noxious fumes and much clanking; and the steamer, which relied on a water boiler heated by gasoline. In 1899 it seemed the most practical of all. Henry Ford's mass production and the gasoline age were still in the future.

So one September morning in 1899, Dr. French declared, "Annie, let's go see this steam contraption!" As Mrs. Bush recalls it, their view of the Locomobile was love at first sight. "She was a beautiful thing," Mrs. Bush observed. "She stood there in sleek black dignity with her Stanhope body on four pneumatic bicycle tires. Her dashboard was all patent leather and the whipsocket was still in place as insurance to the buyer who might have to hitch up his horse on occasion. Bill objected only to the whipsocket—he couldn't see any point to it. But the miracle of her was concealed like the ankles of a self-respecting lady. Bill made the salesman lift up the seat to see the engine."

There was only one Locomobile in the showroom, a demonstrator model, which the salesman presented with a quiet sales talk. He cited the new company's watchwords: "Reliability, Safety, Comfort, Simplicity, Speed and Low Cost." He pointed out the hand lever that controlled and admitted steam to the cylinders; the longer lever for steering; the acetylene lamps; the foot brake; the gong to warn pedestrians. "Would you like to ride her, Dr. French?" he suggested.

"Of course," the doctor declared. "You wait here, Annie, till we get back."

When the Locomobile returned to the showroom, after a trip of several blocks, Dr. French was sitting confidently at the lever, his blue eyes shining, and the salesman was taking his first order. Mrs. Bush still remembers their one-way conversation. "This means the end of the horse," Dr. French announced. The salesman nodded. "Everybody will want one." The salesman agreed. "Nobody knows where this will lead us." "That's right, sir," said the salesman.

The French Locomobile arrived early in December (price: \$600). Thereafter, Dr. French refused to have any close relationships with his horses. Since his wife was still somewhat alarmed by the new machine, Dr. French took Anne with him on his first drives and on

CONTINUED ON PAGE 89

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ALL  
lighters!**



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per penny!**  
longer-lasting  
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lighter fuel

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- Ronsonol lights instantly.
- Ronsonol burns with clean, full flame.
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- Also get extra-long Ronson Red-skin 'Flints'.

4oz. can  
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**Corn Gone what Relief!**  
Dissolve even toughest corns quickly, painlessly - without danger of infection 35c  
**TODAY GET GETS-IT LIQUID CORN REMOVER**  
IT'S A WORLD FAVORITE

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Compliments?**  
serve fish with

**A-1  
SAUCE**

the dash that makes the dish

Ask for A. 1.  
when dining out, too.



**If you own a Schick or Remington  
Electric Razor ...**

You get a closer shave and greater comfort by preparing your face before you shave. In just three seconds this wonderful lotion:

1. Evaporates sticky, razor-clogging perspiration.
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3. Tautens skin — "brings out" beard for closer shaves.

It also lubricates shaver's cutting head for longer shaver life!



Lectric Shave is available at drugstores or toilet goods counters. Only 49¢ plus tax—enough for 80 slick shaves. The J. B. Williams Co., Glenside, Conn.





Flavors  
you can  
bank on ...



The candy with the hole



...still only 5¢





THINK BETTER!...Pretty MGM star JUNE ALLYSON, and husband DICK POWELL read the script of "TRIBUTE TO A BAD MAN", next on Dick's schedule... and take a coffee-break! A cheerful cup of fragrant coffee gently stimulates the mind. Whether it's a problem to solve... a plan to make... give yourself a coffee-break!

## give yourself a coffee-break

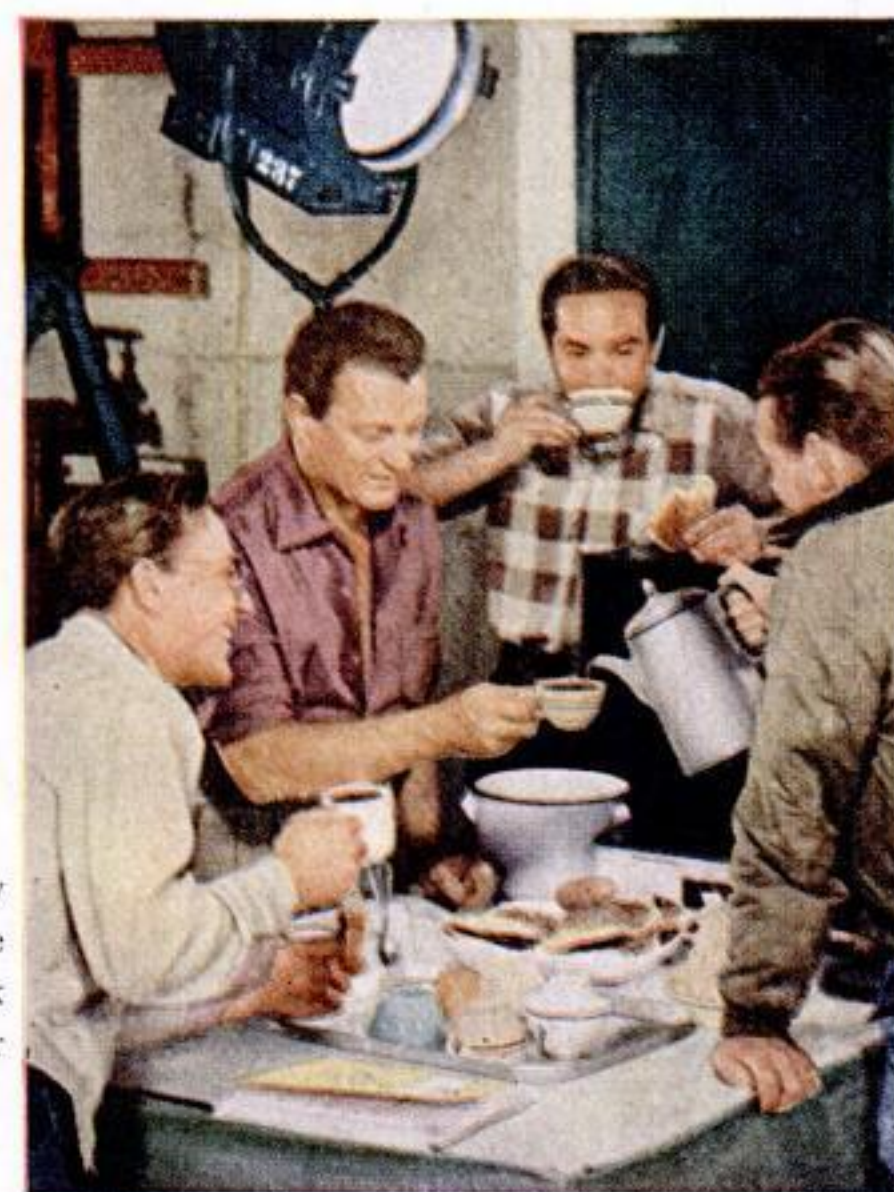


FEEL BETTER!... Everybody loves the movies—and a cup of full-strength coffee adds to the fun! At drive-ins, at restaurants, at home, or on the job—have a cup of delicious coffee. Give yourself a coffee-break!

© 1952

... and get what coffee gives to you!

WORK BETTER!... MGM prop-men have a busy day... but a coffee-break is always on the schedule! Coffee's pleasant lift makes hard work seem lighter. Whether you work with props or mops... give yourself a coffee-break!



coffee always gives you a break!

DRINK IT OFTEN!... Enjoy coffee at mealtimes. Relax with coffee in-between — at home, at work, or in your favorite restaurant. In fact, wouldn't *right now* be a swell time... for a coffee-break?





"DR. BILL," Anne's father, is shown with her brothers Rainsford (*left*) and Morrison at the time the doctor bought the Locomobile. Dr. French later swapped the steamer for a new Olds, but he never liked gasoline engines, especially when the price of gas rose from 6¢ to 9¢ a gallon. He died in 1910.

#### FIRST WOMAN DRIVER CONTINUED

professional calls. When it rained they covered themselves with slickers and rubber blankets, and Anne, demonstrating her usefulness, held an umbrella over the doctor's head. Meanwhile she mustered all her resources to argue her right to drive. In what was probably the first family battle for the family car, the daughter won.

Anne pointed out that the Locomobile, left untended at a patient's house, would quickly lose its head of steam and then require several minutes to get up pressure. If she could drive, however, she would keep the carriage in motion, running it very carefully around the block until the doctor was ready for his next call. If and when the boiler went dry and the doctor was obliged to fetch water, she would stand by to guard the machine.

Against such reasoning Dr. French argued weakly that no one could drive intelligently until he had mastered the principles of steam engineering. These principles included tearing down, reassembling and naming the parts of the engine. So on Sunday mornings Anne calmly followed her father out to the nearby barn where he kept the steamer. She watched him take down the engine, lay out the parts on a clean cloth, wipe, polish and oil them with a feather. While she looked over his shoulder, Dr. French named and explained the cylinders, pistons, connecting rods, sprocket and chain. One morning he shook up the parts in a blanket and ordered her to put them together. She did. After that he drilled her in the rules of driving and let her try her skill.

"Turn down the power before you put on the brake," he warned. "Don't seize the steering lever, but handle it gently. It's not a chicken's neck. When you come to the curb to stop, slow down first and use your brake gracefully. And always remember to be courteous to the less fortunate." The less fortunate, as Dr. French saw it, was everybody who didn't own a Locomobile. Anne passed this last test, and became her father's part-time chauffeur.

At that time horseless vehicles in Washington were limited to nine miles per hour on main avenues, seven on side streets, five at intersections and four on turns. Whenever the driver of a horse and carriage showed signs of alarm, the horseless carriage would have to back out of the street. Washington was somewhat more lenient than other localities. Boston excluded all horseless carriages from the parks between 10:30 a.m. and 9:30 p.m. and promised arrest for motorists who failed to sound their gong at every intersection; New York State law required every steam vehicle to be preceded at least an eighth of a mile by "a mature person" to warn the horses; a federal law specified that no one could take a gasoline automobile on a ferry without first draining all the gas out of its tank; some cities were even considering laws requiring motorists to stop every 10 minutes and shoot off Roman candles.

Up until November of 1899 no licenses were required in Washington for drivers of any horseless carriages. But the District commissioners, evidently swayed by the people who felt steam-driven cars were dangerous, ruled that operators of these vehicles would have to be licensed. Operators of stationary steam boilers were licensed, they observed, and, obviously, the new Locomobiles were simply portable boilers. Therefore they ruled that steamer drivers should apply for a steam engineer's license and pay a \$3 fee.

CONTINUED ON NEXT PAGE





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**\$2.78\***

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Now you can buy the world's finest rum—16 full ounces—in a popular price package everybody can afford! Start enjoying Bacardi quality today.

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FIRST LICENSE was this steam engineer's permit. Anne shared early driving honors with two congressmen and Wu Ting-fang, the Chinese minister.

#### FIRST WOMAN DRIVER CONTINUED

"I don't think the examiners were happy when I applied," declared Mrs. Bush. "They certainly weren't looking for female engineers. They were very polite, but they didn't know what to ask me. I was all prepared to take down the engine and put it together. They said it wouldn't be necessary and just asked me to name a couple of parts. Before I was finished, I drove all the commissioners around the square to show them how safe it was. A few weeks later I got my beautiful Steam Engineer's License, Locomobile Class."

The Washington newspapers wrote up Anne French's accomplishment, but they noted that she was the "first duly qualified woman engineer in the Capitol City," not that she was, in fact, the first licensed female driver. The Washington Post graciously added that "she is of medium height, plump and pretty, with a dazzling complexion and fathomless blue eyes. Her shoulders are absolutely flawless from an artistic point of view."

That naturally led her two younger brothers to nickname Anne "Old Fathomless." Most of her family, in fact, was upset by her daring. But the greatest opposition came from the Frenches' Negro mammy, who had been with them for two generations and was a jealous custodian of the family's reputation. Miss Annie's will to drive shook her deeply.

"We always obeyed Mammy," Mrs. Bush said. "When she solemnly announced, 'The Frenches don't do like that!'—we didn't. At least not until the Locomobile."

#### 'On top of that fire ingine'

MAMMY approved whatever "Dr. Willie" did. "It was fine and proper for him to have a steamer," said Mrs. Bush, "or anything else he fancied, because he was the favorite of the many children she'd raised and bossed. But it wasn't at all fine for me. As she helped me dress for a drive, she'd stand by muttering dire threats and prophesy: 'I ain't gonna have you settin' up on top of that fire ingine, and it liable to bust any minute and blow you out in the street, dead, and then everybody be seein' yore laigs!'" Mammy was sure no gentleman would be interested in "any lady that don't stay where she belong and act like one." Actually, however, the Locomobile improved, rather than hampered Anne's style. Her beaux were delighted to ride with her. Whatever their manly pride suffered as she drove and engineered the car, they were always consoled by the fact that the steamer was a two-seater. While the Locomobile drew considerable attention and had an open top, it was a modern improvement over the horse-drawn vehicles with plenty of room for the chaperon.

Never before nor since was the American girl more abundantly clothed, Mrs. Bush reminded me. A young lady's dress extended from the base of the chin to the soles of the feet, with a long train trailing behind. Although such clothing tended to hamper a steam engineer, Anne learned to handle her train without snarling it up in the foot brake and warning gong. "My long sleeves and chiffon muff were easier to manage," she said. "The steering lever was simple and didn't require much arm motion, and of course we didn't have arm signals then. Ladies were supposed to keep their hands folded quietly in their laps."

When she was not chauffeuring her father, Anne's trips alone at the lever were strictly within city limits—journeys to a cousin's

CONTINUED ON PAGE 92



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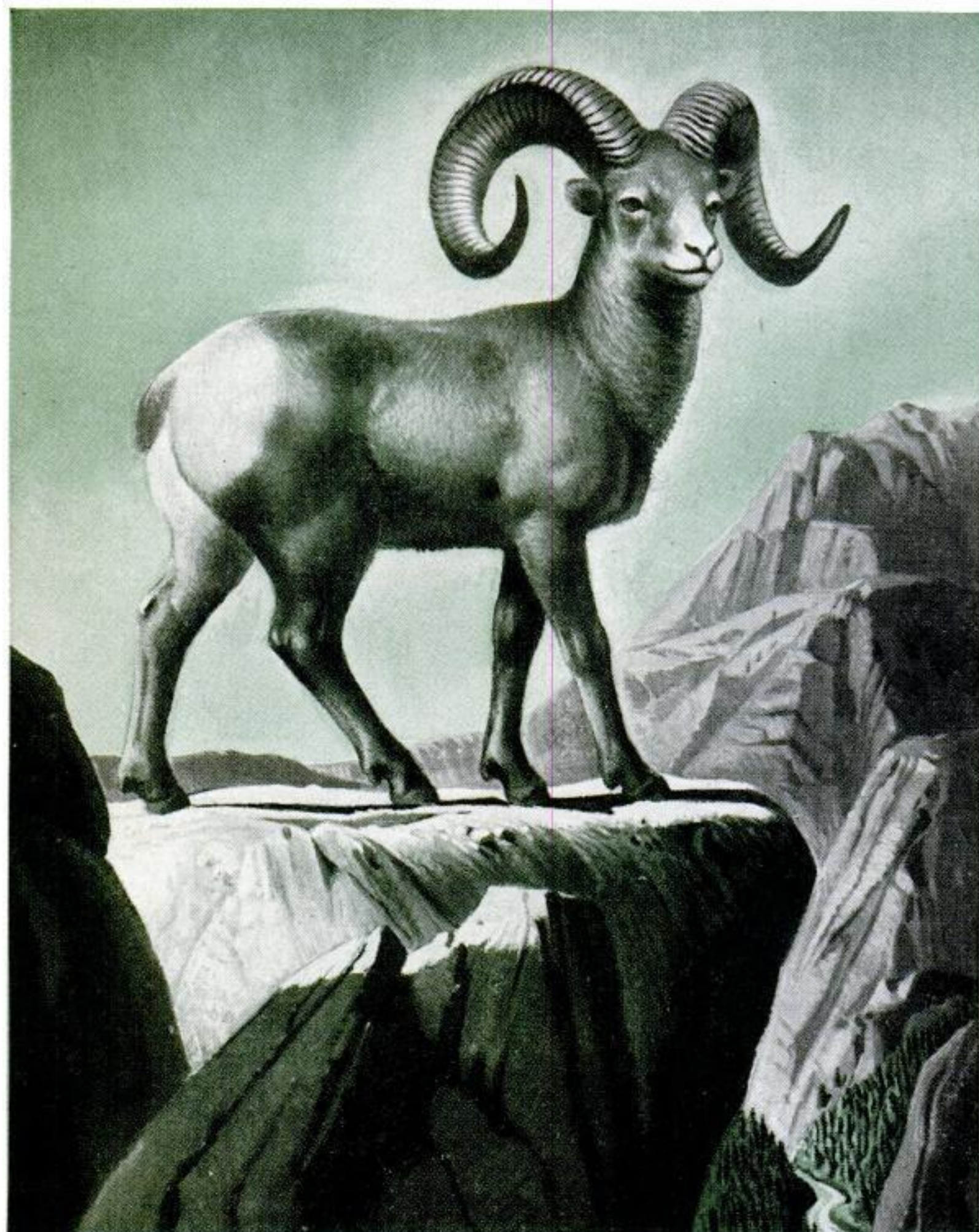
Solitair Lotion for all-over skin beauty—ocean-blue, creamy-rich, lusciously scented . . . only 39¢ and 73¢



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**TALKING SHOP** with young hot-rodder friends, Mrs. Bush keeps grandson waiting in his souped-up car (background) at Eddie's Market, social center of South Brooksville, Maine (pop. 150), where she is vacationing with daughter.

### FIRST WOMAN DRIVER CONTINUED

house 10 blocks away; visits to the Marine Barracks where a girl friend's father was commandant; "errands" to Velati's, the candy store. She was not allowed to drive to Georgetown alone and even Dr. French never ventured as far as Baltimore, 40 miles away over a rutted, mud-clogged country road. "He might have managed, getting farm horses to haul him out when he got stuck," Mrs. Bush declared. "But then, my father wanted as little to do with horses as possible. He felt the Loco should stand on its own wheels."

Dr. French believed that his steamer was a responsibility, if not a crusade, and insisted on good manners at the steering lever. "He'd tell me," Mrs. Bush recalls, "'If there's anybody in sight, give them room, give them room!' I don't remember hearing anybody shout 'Get a horse!' but I don't suppose people would say that to us. Once I saw a little boy on the curb getting ready to shout something, but then his mother drew him back and said, 'Hush, child, that's Dr. French!'"

"Of course we had a little trouble when we had to back away from a horse," Mrs. Bush went on. "The Locomobile people hadn't figured on backing up, and our brakes didn't work in reverse, so we had to back up slowly and stop ourselves at a curb. Bill often complained that we drove more miles backward than forward because of the horses. He felt that humans were the main reason horses got jittery. 'If the horse drivers didn't tense up, neither would the horses,' he'd say."

The doctor was redheaded and had a hot temper. But he always managed to keep it under control while educating people in the advantages of the Locomobile. Mrs. Bush still remembers one of the few times he was really aroused by pedestrians. "We were coming down East Capitol Street as two young ladies in their long dresses were about to cross," she said. "My father came to a full stop and motioned them across, but they just stood there. Then they deliberately stepped out in front of the Locomobile, snickering at us. Bill didn't say a word. He just drove straight across their trains."

Anne's younger brothers Rainsford and Morrison had a fully equipped machine shop to keep the Locomobile in repair. Since there were no garages in those days, the brothers gave service without pay to friends. With their father they also devised several unsuccessful schemes for improving the automobile, among them an early notion for blowout-proof tires. They inflated the thin bicycle tires with heavy blackstrap molasses, as well as air, reasoning that the molasses would ooze out slowly and enable them to get home for repairs. Despite their experiments the molasses gurgled out, often on the premises of outraged property owners, who obliged the young inventors to repair the tire and clean up the mess immediately.

Like most motorists at the turn of the century the Frenches subscribed to *The Horseless Age*, a new periodical devoted to their hopes, interests and problems. But since their own driving experiences had been serene, they were surprised at the many grim

[CONTINUED ON PAGE 95](#)





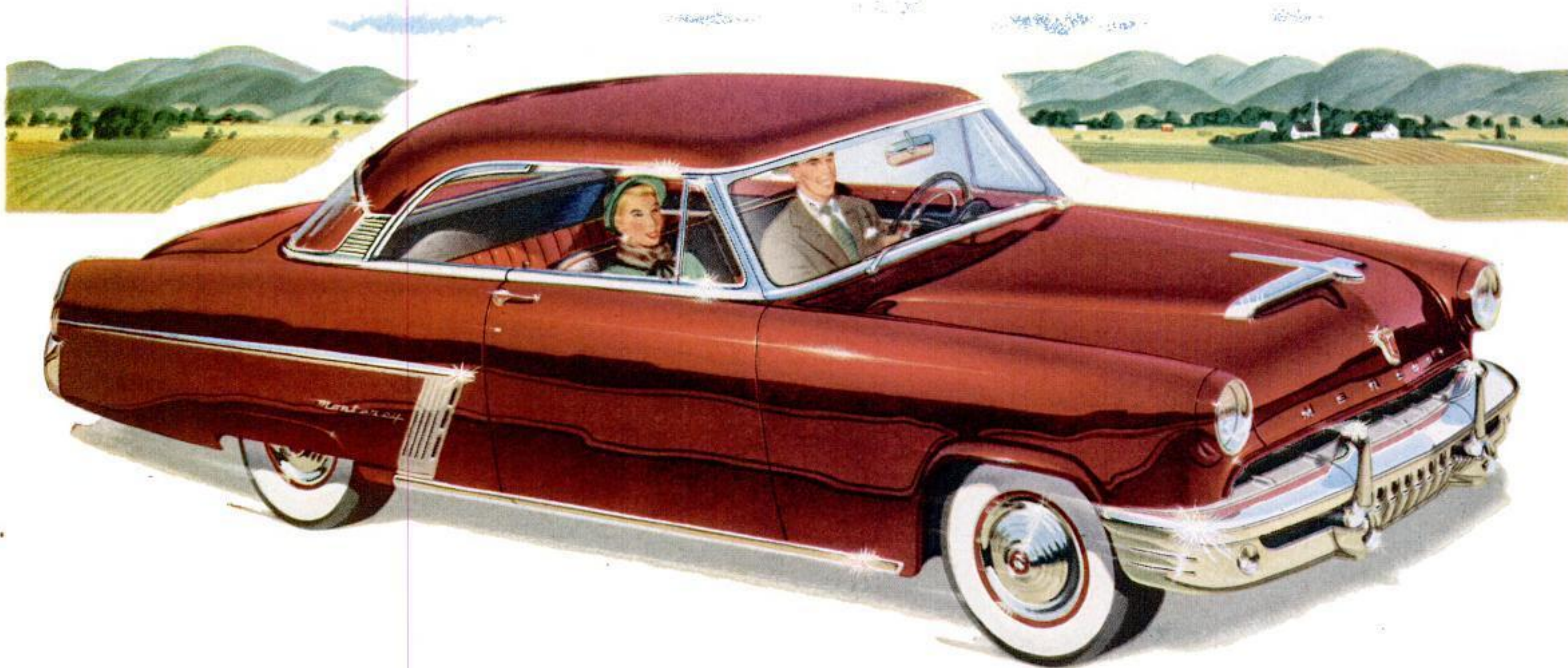
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## FIRST WOMAN DRIVER CONTINUED

accounts written for *The Horseless Age* by early motorists. They snorted at one sad report called "A Steam Carriage Experience," declaring that the author would undoubtedly have got himself into trouble on a bicycle. On his first trips, the author complained, he caught his overcoat several times on the throttle. Once he felt himself getting "uncommonly warm and moist about the legs. This phenomenon proved to be due to a smart leakage of steam at the throttle." When the safety valve popped, he forced it back with a stick. Finally he forgetfully tried to light the fire under an empty boiler. The boiler went back to the factory. "These varied experiences," the author concluded, "have led me to wonder if I had not plucked an unripe fruit, which time might improve."

Dr. French had no patience with such ineptness. All the time he had his Locomobile he had almost no trouble with her. "In three years of driving, we had only two accidents," Mrs. Bush recalled. "Once a youngster playing blindman's buff ran into the dashboard head on. The dashboard was slightly cracked. Another time, when we were parked near Woodward and Lothrop's store, one of their horses chewed off the corner of the dash. We weren't insured then, but Mr. Woodward paid for the repairs himself."

Dr. French was never disturbed by such calamities. What troubled him was the municipality's desire to tax motorists without providing decent roads or services. In 1903 he was inflamed when the District commissioners ruled that all automobiles should henceforth bear a license tag. "I don't propose to have us tagged like dogs!" he stormed.

He summoned all the automobile owners in the District to a secret meeting at his house, determined to "thrash this thing out." "About 20 men showed up," Mrs. Bush recalled. "They parked their steamers in the street like angry beetles and joined father in the living room. They petitioned the commissioners, with no result. After several weeks my father gave up the fight and applied for his license number. When the commissioners issued him No. 9, he got furious again, feeling slighted that they hadn't reserved No. 1 for him, the first car owner in town."

"I was married that year and went off to Springfield, Mo.," said Mrs. Bush. "There were no cars in that town. Until we moved to Baltimore, 10 years later, we didn't own a car."

In Baltimore Mr. Bush invested in a new Paige, but he always drove it himself. Occasionally, on Sunday rides with their two children, Mrs. Bush would remind him mildly that she was the nation's first licensed lady driver. Mr. Bush was not impressed. "Driving is a man's business," he would tell her. "Women shouldn't get soiled by machinery." Mrs. Bush would quietly nod her head and say, "Yes, Walter."



**DRIVER AND DESCENDANTS** have tea on lawn in Maine. With Mrs. Bush is daughter, Mrs. Benjamin Lincoln Smith, and grandson Lincoln. Mrs. Bush's husband, an engineer who once built a railroad in Peru, died in 1928.



CHARLES McDERMAND was featured as the guide and fisherman in a color photo-story recently published in a national magazine. He is a well known outdoorsman and author of popular books on golden trout fishing in the California High Sierra.

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## "Easy to Have Good Food, Quick, and More Fun with a Coleman"

Says CHARLES McDERMAND



(Above) Model 413D, 2-Burner Camp Stove. Also available in 3-burner model. High Stand extra.

"My Coleman Camp Stove and Lantern are as important to me as my tackle box for a successful fishing trip. They are outing pals that mean good-tasting food in a jiffy, and plenty of floodlight brilliance in camp at night."

## Folding CAMP STOVE **Coleman** Floodlight LANTERN

Ideal Gifts for the Man in Your Life!

The Coleman Camp Stove cooks like a city gas range. Assures you big meals or hot snacks, quickly easily...for fishing, hunting, vacations, backyard picnics. Lights instantly. High-power, easily regulated burners. Slide-away legs. Folds up, carries like a suitcase. Durable, safe; helps prevent forest fires.

The powerful Coleman All-Purpose Lantern floodlights 100-ft. area along the trail or in camp at night. Compact, lightweight, sturdy. 8 to 10 hours lighting service from one filling. Lights instantly. Safe—can't spill fuel. Storm-proof. Easily attached Coleman REFLECTOR makes it a high-power spotlight.

For Emergency Use, Too—Ideal standby units for light, heat and cooking in all emergencies.

The Coleman Company, Inc., Wichita 1, Kansas



Model 200 Lantern

MAIL COUPON TO The Coleman Company, Inc., Dept. 214-U Wichita 1, Kansas

Please send me free literature on Coleman Camp Stoves, Lanterns and other Coleman Appliances.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



Seven sisters pick

# HONEST



**Look at the Connolly crew's big grins!** They love NABISCO SHREDDED WHEAT, and no fooling! And this pleases their mother, Mrs. Virginia Connolly. Because NABISCO SHREDDED WHEAT is a *naturally* nutritious cereal. One of Nature's greatest foods — 100% whole wheat — makes it *honestly* nourishing. All the bran and wheat germ are left *in*. All the sunny wheat flavor

is improved by shredding and toasting. That's why the golden crisp biscuits taste so wonderful with milk and fruit. That's why you get so many necessary benefits from every spoonful — (see the chart on the right). All good reasons why generations of Americans have never tired of NABISCO SHREDDED WHEAT, the original Niagara Falls product. Serve it to *your* family, too!

# NABISCO SHREDDED WHEAT



# FOOD!

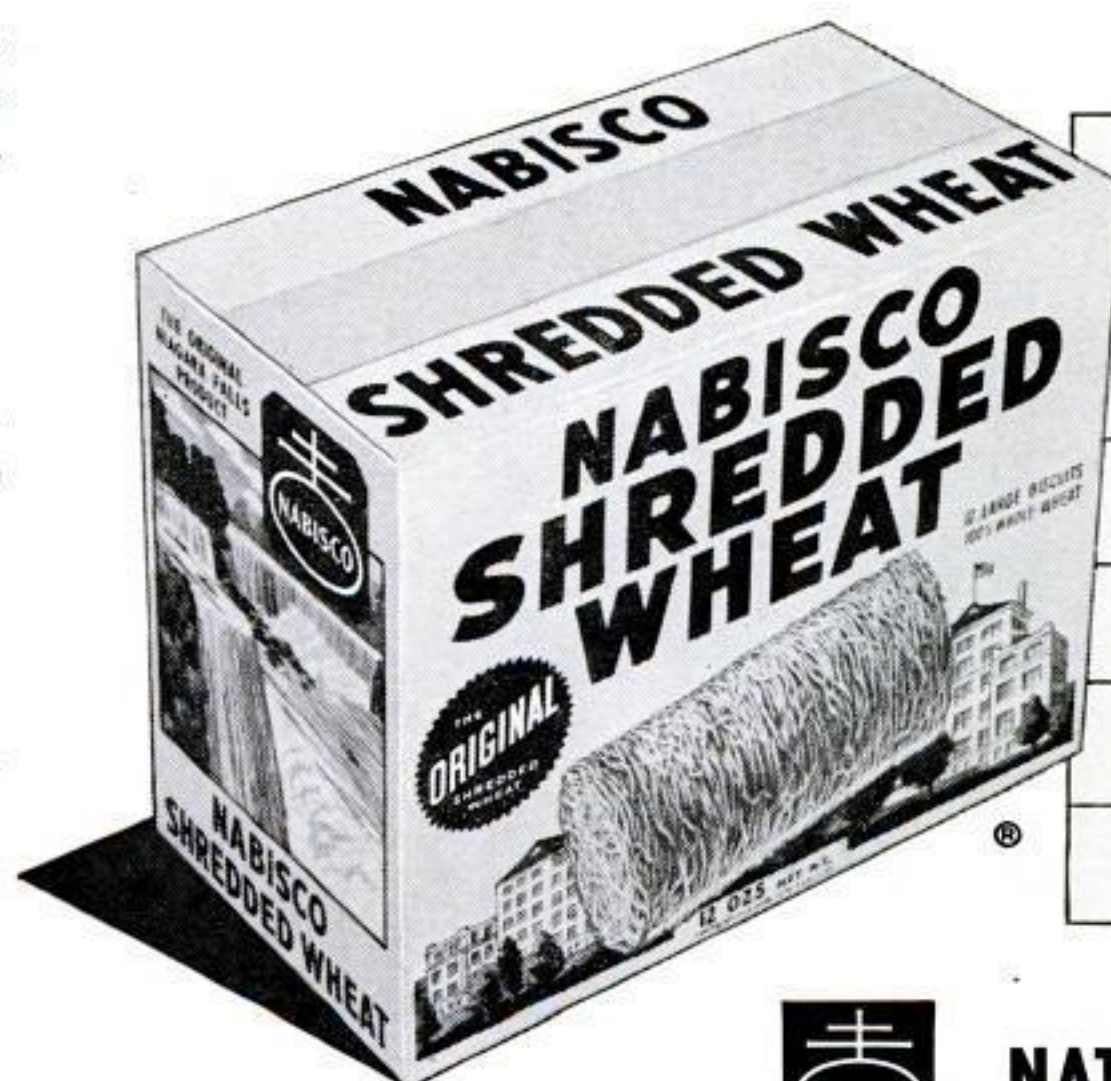
Better than  
"faddy" food  
for growing  
kids!



Girls, girls, girls! Seven of them — all the Connolly family of New Jersey, all NABISCO SHREDDED WHEAT fans! From left to right, happily eating — Virginia, 11; Frances, 6; Helen, 10; Rosalie, 2; Margaret, 8; Claudia, 9; Maureen, 12.

Don't just say "Shredded Wheat"...  
say "NABISCO SHREDDED WHEAT"

## and MILK!



**NABISCO SHREDDED WHEAT AND MILK WILL HELP PROVIDE—**

**Carbohydrates** ... for ENERGY at study and play.

**Calcium** ... for building STRONG TEETH and BONES.

**Protein** ... for nourishing MUSCLES and TISSUES.

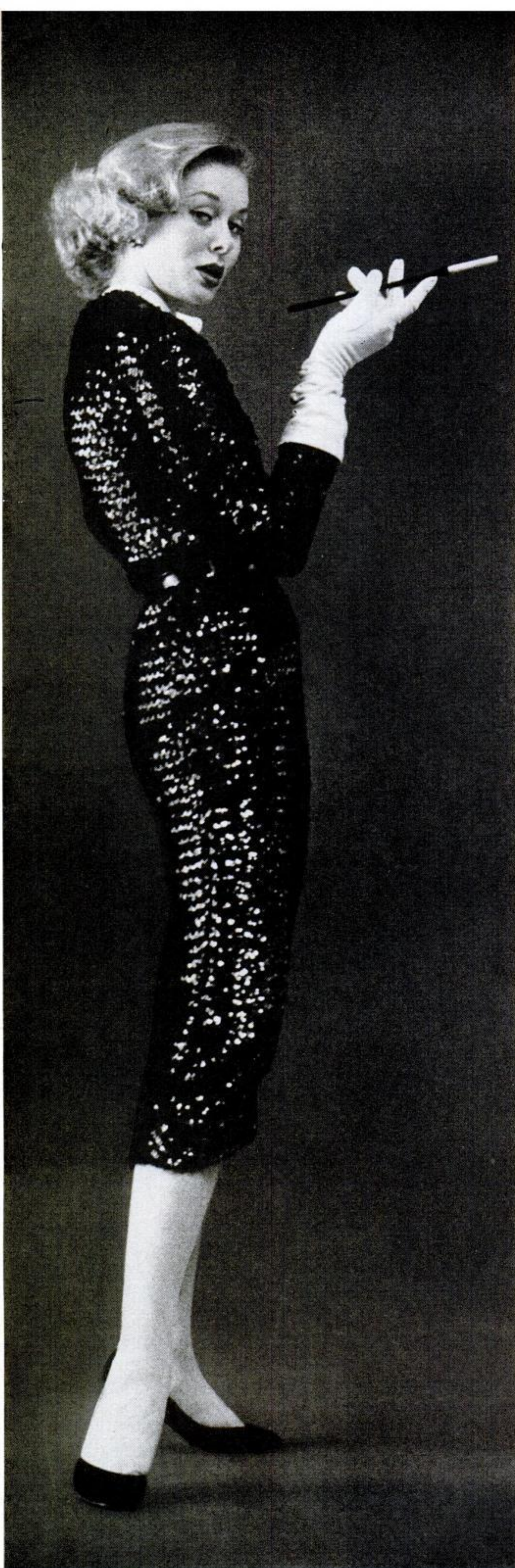
**Vitamin B<sub>1</sub>** ... for aiding APPETITE and DIGESTION.

**Iron** ... important for red BLOOD.

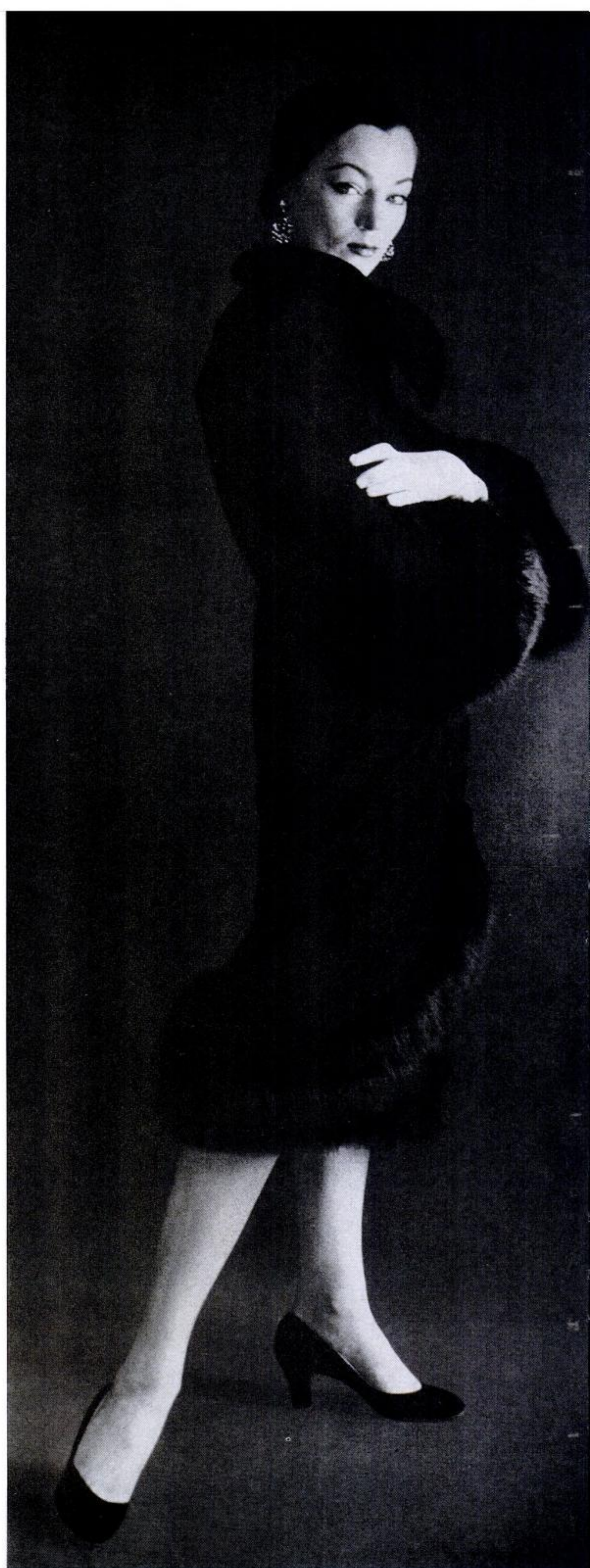


**NATIONAL BISCUIT COMPANY**





**SEQUINNED SHIRTWAIST** crusted with 102,000 spangles has white collar and cuffs (Talmack, \$135).



**FUR-RIMMED WRAP** has black fox trim (Trigere, \$395), can be hugged as tight as wearer wishes.



# THE SIREN LOOK

**It is not always ladylike  
but few men will protest**

To the surprised pleasure of male America, the long-vanished siren look is finally returning to fashion and will be available this fall in a wide variety of sleek and slinky styles. The new collections of America's top designers show that last year's popular, crinoline-padded skirts are giving way to sexy, sheathlike coverings for night-blooming sophisticates (*left*). Glittering with sequins or dripping with long-haired fur, these exotic trappings take on added dazzle this year through unexpected touches of white: plain white collars, long white kid gloves and the newly popular white fox which appears most extravagantly in a full-length coat from Paris (*p. 102*). From hairdo (sleek on top, falling loose at one side) to shoes ("naked" sandals or plain, high-heeled pumps), the new fashion's whole point is to make the wearer look like a woman. If she also manages to look like a lady, that is simply a dividend.

BEADED SHEATH slit to the knee (Ceil Chapman, \$175) is worn here with bare Julianelli sandals.



**Chips** SIZES 4 TO 12

**Twiggs** SIZES 2 TO 7

SCHOOL

Spots or stains... Rain or storm  
REPEL-O-TIZED  
**NORTHWEAVE**  
Keeps 'em clean and warm!

"Repel-o-tized" Northweave clothes are all spot-resistant, water-repellent—almost all liquids roll right off! In junior boys' clothing, this miraculous scientific discovery belongs exclusively to CHIPS and TWIGGS!

(a) "Repel-o-tized" Northweave rayon sheen gabardine trench coat—styled with a military air and a manly flair. Navy, brown, tan, blue \$12.95  
Northweave sheen gabardine slacks \$5.95  
Matching roller hat \$1.95

(b) Versatile topcoat in "Repel-o-tized" Northweave Dacron and rayon gabardine—wool plaid zip-out lining, it's "right" for all kinds of weather. Navy, brown, tan, gray \$22.50  
Sheen gabardine slacks in matching or contrasting colors \$5.95

(c) Smartly styled Alpaca lined surcoat in Northweave checked pattern—zippered front, elasticized waist, and warm mouton collar \$16.95

(d) The famous 10-Timer—in "Repel-o-tized" Northweave gabardine, solid and patterned. Coat, matching trousers, color-blended slacks and reversible vest—making 10 different ensembles. Brown or blue \$29.95

These same styles are available in TWIGGS, sizes 2 to 7  
At fine stores everywhere

WM. SCHWARTZ & CO., INC., 1107 BROADWAY, NEW YORK, N.Y.  
LEHIGH AVENUE & 22nd ST., PHILA., PA. • SUITE 875 MERCHANDISE MART, CHICAGO

## THE SIREN LOOK CONTINUED



**DAYTIME SUIT** combines a tweed cardigan jacket with velvet skirt (Adele Simpson, \$145). Small hat dipped to side and fox muff are typical among sirens.



**THEATER OUTFIT** of gold lamé has a box jacket over a slim dress (Herbert Sondheim, \$155). Dangling earrings (Napier, \$10) are favored by hatless sirens.



**COCKTAIL HAT** of satin and ostrich feathers (\$110), a departure from usual little hats, is worn with usual fox muff in outsize version (\$375, both by Dior-N.Y.).

CONTINUED ON PAGE 102



# She's off to college...

**backed by a MONY policy!**

She really doesn't know what college is—yet—but her Daddy does! He wants her to benefit from the rich experiences and the added values that a college education can provide. He knows, too, that her earning power will be greater, in case she ever wants or needs a job.

So today she really did start for college—with the Mutual Of New York policy her Daddy bought to make sure she'll have money for college tuition—if he isn't here to provide it.

You'll want to provide for your child, too... and the sooner you start the less you pay. For example, if you're 28, and your child is 4, this policy will cost less than \$6.00 a month!

Ask a MONY adviser to tell you all about it.

Ask him, too, about other forms of MONY insurance—such as policies that guarantee money to cancel a mortgage; money to pay accident and sickness expenses; money for retirement. Mail the coupon today for further information.



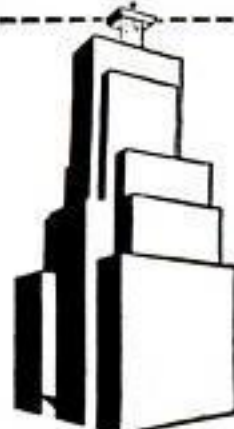
## MUTUAL OF NEW YORK

**"FIRST IN AMERICA"**

The Mutual Life Insurance Company of New York

WEATHER STAR SIGNALS  
ON TOP OF OUR HOME OFFICE

Green.....Fair  
Orange.....Cloudy  
Orange flashing.....Rain  
White flashing.....Snow



The Mutual Life Insurance Company of New York  
Dept. L-352, Broadway at 55th Street, New York 19, N. Y.

I would like information about a MONY policy to meet the following purposes: (please check).

- |   |  |
|---|--|
| <input type="checkbox"/> COLLEGE EDUCATION          | <input type="checkbox"/> MORTGAGE CANCELLATION |
| <input type="checkbox"/> INCOME FOR MY FAMILY       | <input type="checkbox"/> ACCIDENT & SICKNESS   |
| <input type="checkbox"/> SUPPLEMENT SOCIAL SECURITY | <input type="checkbox"/> RETIREMENT            |

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
County \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_

**MONEY WORRIES MELT AWAY WHEN YOU'VE GOT MONY BACK OF YOU!**



On New Shoes... On Rebuilt Shoes...

# Soles Guaranteed

to stand the roughest wear  
kids and grownups can give 'em!



Proof of  
America's Greatest  
Sole Value!



BILTRITE  
WILL NOT SLIP

**BILTRITE**  
**NURON**  
**GUARANTEED SOLES**  
*Light as a feather... tougher than leather!*



**BILTRITE**  
HEELS AND SOLES

**AMERICAN BILTRITE**  
RUBBER COMPANY

**AFFILIATES...** BILTRITE RUBBER COMPANY, CHELSEA 50, MASS. • AMERICAN TILE & RUBBER CO., TRENTON 2, N.J. • PANTHER-PANCO RUBBER CO., CHELSEA, MASS. • AMERICAN TILE & RUBBER CO. (CANADA) LTD., SHERBROOKE, QUEBEC • PANTHER RUBBER CO. LTD., SHERBROOKE, QUEBEC, CANADA  
ALSO MAKERS OF NURON FOR LUGGAGE AND ACCESSORIES, AND AMTICO RUBBER FLOORING

THE SIREN LOOK CONTINUED

## P.S.—FROM PARIS



**WHITE FOX COAT** lined with black taffeta by Jacques Fath is the most sensational siren outfit in new Paris collections. Worn here with a snug turban, it is outstanding example of trend back to long-haired fur.

**STYLISH TRENCH COAT** from Dior has full sleeves and a standing collar, shows how a siren can dress for morning appearances. A weatherproofed U.S. copy by Swansdown will be available for around \$100.



**SHAWL COLLAR** of Norwegian blue fox is lavish trim for Jacques Fath's simple daytime suit. Jacket is belted but not pinched in at waist. Small hats worn way on one side accompany siren look in Paris too.





Frank Phillips\* who sells television,  
Judges whiskey with careful precision.

"The **difference** you'll see

In a taste test," says he...

And **Calvert** will win the decision!

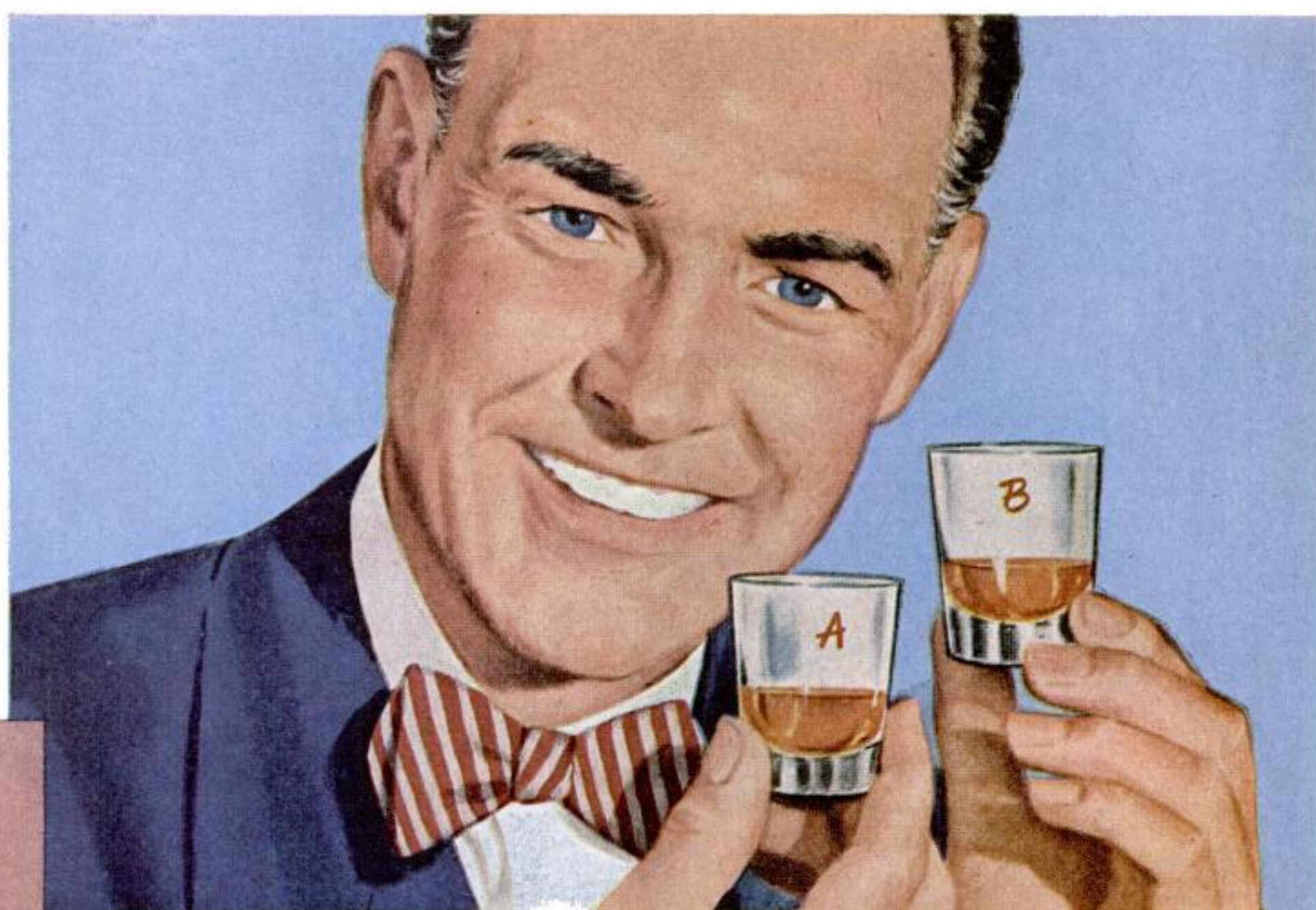


\*FRANK PHILLIPS, Philadelphia, Pa., television dealer, has switched to Calvert because he prefers its *smoother, mellower* taste.

## How to pick the whiskey you **really** like best:



1. **SNIFF!** Compare the bouquet of Calvert with any other whiskey you choose, *without knowing which is which*. It's best to use ¼-oz. samples in making this 60-second test.



3. **CHOOSE!** Simply pick the whiskey that *really* tastes better to you. We honestly believe you'll choose Calvert, because its finer taste is determined by scientific taste tests made by thousands of folks like you. But—after testing—if you still prefer another brand, stick with it. *Fair enough?*



2. **TASTE!** Sip each whiskey and carefully judge the difference in *smoothness* and *mellowness*. Swallow slowly to compare freedom from bite, burn or sting.



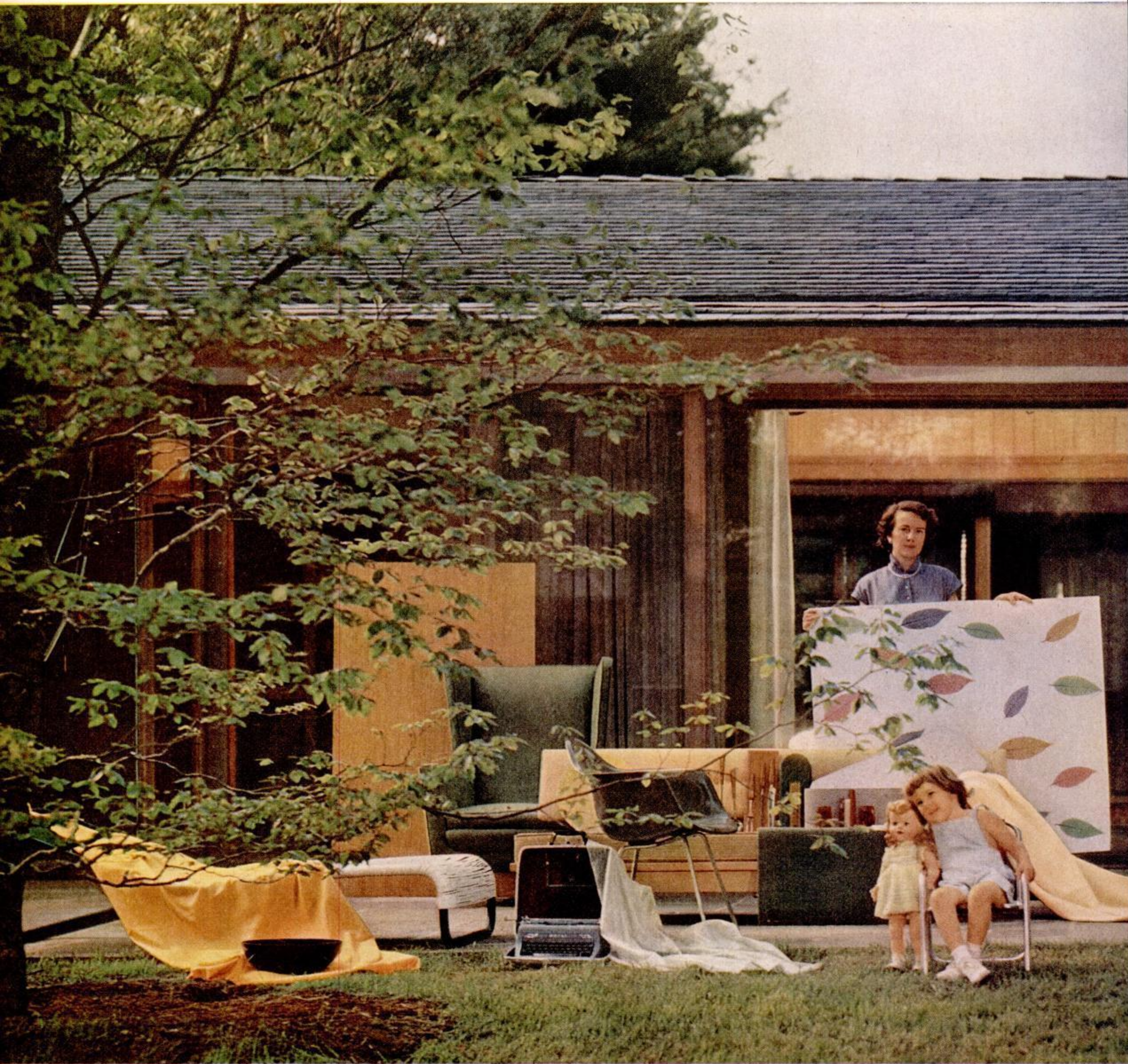
**Compare**  
...and you'll switch to  
**Calvert**

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS CORPORATION, NEW YORK CITY



# Houseful of Plastics

THEY CAN BE USED FOR ALMOST EVERYTHING,  
EVEN TO KEEP THE FLOWERS FROM WILTING



**PLASTIC FURNISHINGS** of the Margulies home are grouped on terrace with the family. From left are: gold Dynel satin corduroy living room curtains; Lucite salad bowl (on curtain); vinyl-coated string lounge chair; wing chair with Dynel twill upholstery; honey-colored panel (behind wing chair) of Formica, used on study doors and several table tops in house; typewriter (*foreground*) in vinyl-impregnated case, is draped with a shower curtain of Ultron; molded chair by

Eames is made of Laminac with Fiberglas; couch behind it has Saran-covered seat; glove box and gray blanket chest are covered with Sealtuft Vinylite; polystyrene brush set, Pakkawood carving set sit on swatch of green nylon and acetate carpet; Mrs. Margulies holds a sample of vinyl Polyplastex sheeting used for lamp shades; daughter Linda wears Orlon mixture playsuit and sits in Lumite-covered chair hugging acetate doll with Saran hair; blanket on terrace behind



There are a few furnishings in Walter Margulies' new house at Scarsdale, N.Y. which are not plastic—a child's rocker, rubber cushions, some other items. But almost everything else is plastic. A sampling, lined up on the terrace (below), makes a handsome array and shows the many uses of these materials.

Convinced that a houseful of plastic furnishings would be practical, Mr. Margulies, an

industrial designer, and his wife spent a year finding plastic flooring, "paint," varnishes and plastic counterparts of wood, silk, wool, cotton, glass, leather and china. They are durable, easy to keep clean and very good-looking. In the Margulies home, plastics show that they are now so improved in quality and beauty that they are ready to move from the kitchen and bathroom into every room in the house.

## MODERN LIVING



Linda is Dynel; the beige armchair is upholstered in Koroseal Strawtex; slide viewer on chair has phenolic case; fishing rod is a polyester with Fiberglas; the arrangement of real flowers in foreground is sprayed with a plastic that makes them wilt-resistant; Tonewood coffee table (square sample of top is right) runs behind flowers, holds Plexiglas bowl and chessman of melamine and phenolic; Mr. Margulies wears Dacron suit, stands over Tenite garden tools, vinyl-coated

garden gloves, vinyl hose, yellow vinyl-coated clothesline, reinforced Laminac-covered vacuum cleaner. Behind Mr. Margulies is Formica panel in walnut, used for headboard for beds, tables; Dynel bedspread is draped over panel; gold bedroom chair is covered in nylon velvet; on it is Lucite tray; another Tonewood-topped table holds lamp with vinyl shade, small black Lucite boat dish; suitcase is Koroseal covered; living room glass curtains seen through windows are Orlon.



# UNMISTAKABLY ASCOT!



**THE VOGUE by ASCOT**— Petite, heavily gold-plated, in elegant satin-lined calfskin slip-case, red or green, \$12.50 plus 20% Fed. Tax.



**THE HERITAGE by ASCOT**— With ebony black handle and exclusive year-long flint, \$14.95\*. Set of lighter, cigarette server and tray, \$29.95\*.



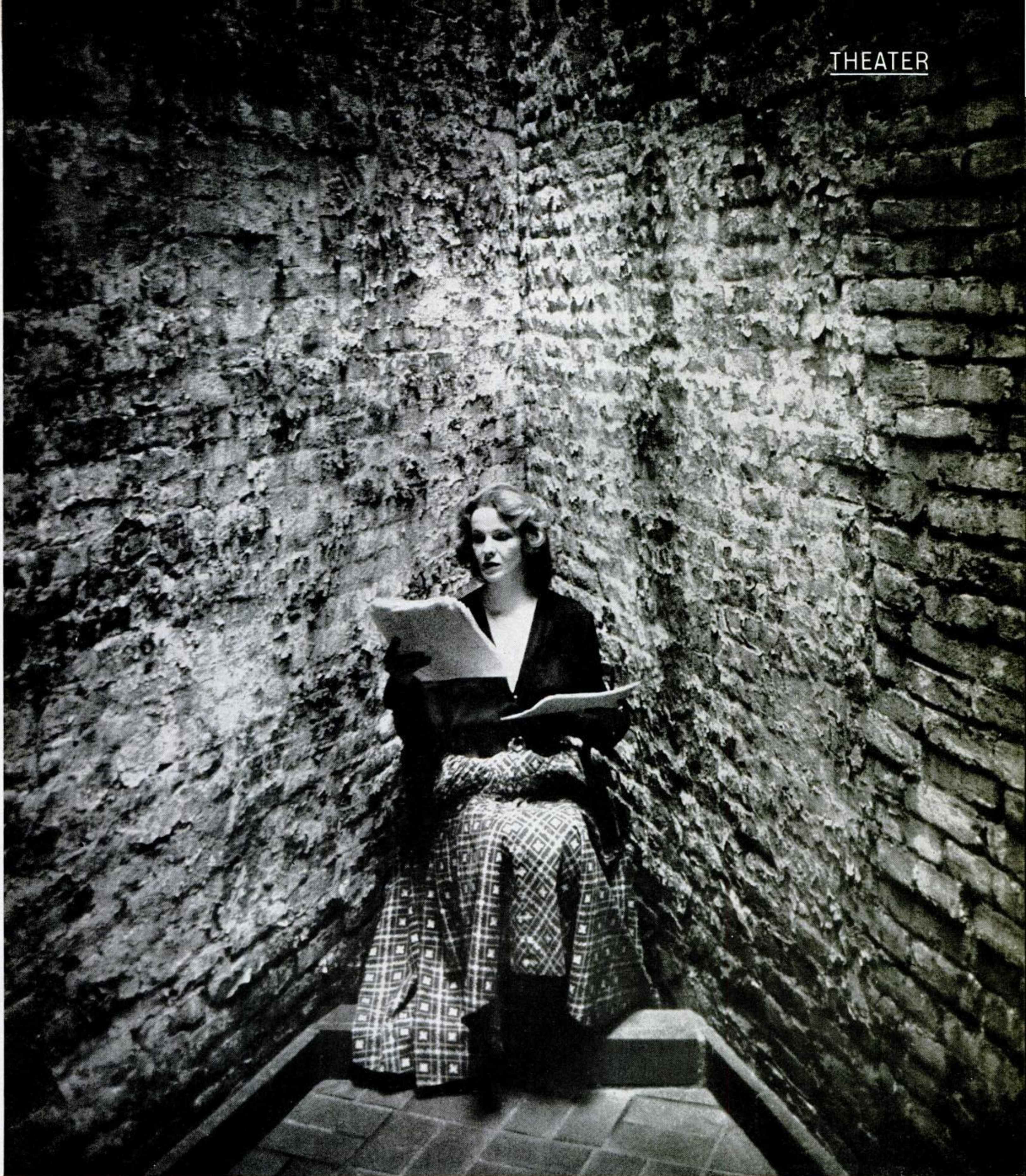
**THE PAGODA by ASCOT**— In ebony black, jade green or Orient red, \$13.95\*. Set of 4 ash trays, lighter, ebony black base, \$15.95\*.

\*Mfrs. Tax Incl. Other models from \$6.95 to \$200.00

Who else but Ascot gives cigarette lighters work-of-art enchantment? Distinctively beautiful, superbly crafted . . . a joy to hold and behold . . . every Ascot lighter is a masterpiece of mechanical precision. For you — or as a gift for discriminating friends — choose the lighter that is unmistakably Ascot! At smarter stores, coast-to-coast.







SITTING IN ONE CORNER OF HER TINY GREENWICH VILLAGE COURTYARD, GERALDINE PAGE QUIETLY REHEARSES A ROLE SHE WILL PLAY IN FUTURE TV SHOW

## Edge of Greatness

ACTRESS NAMED GERALDINE PAGE  
MAY BE THEATER'S NEWEST STAR

To be a great stage star an actress need not be beautiful, but she must be able to conjure up and project an image of beauty. The plain young woman in the picture above has this talent in a remarkable degree. Playing in an off-Broadway, Greenwich Village production of Tennessee Williams' *Summer and Smoke*, Geraldine Page has been cheered by the New York critics for her sensitivity and perception. An unknown girl from Chicago a few months ago, Miss Page now has offers from stage, screen and TV. Nobody can predict an actress's course, but some of the theater's wisest heads believe Miss Page will become a distinguished new American star.



# AMAZING STEAM-IRONING Combination Offer!

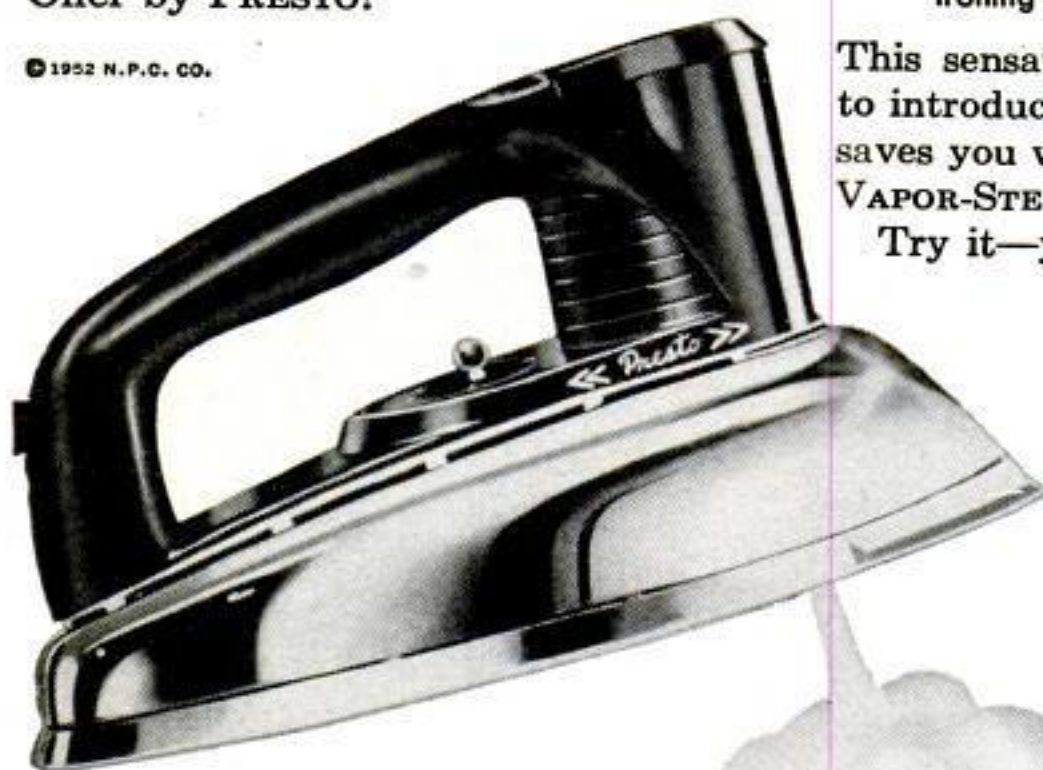
You Get This '10<sup>95</sup> Adjustable All-Metal  
**Presto** STEAM-IRONING  
TABLE  
Only \$5<sup>95</sup> You Save \$5<sup>00</sup>



For a limited time only! Get your PRESTO Ventilated All-Metal Steam-Ironing Table now! It's made for easier, faster, better steam ironing and pressing. Quickly adjustable legs for top ironing comfort. Lightweight, sturdy all-metal construction.

Act now—ask your favorite department, hardware or appliance store for this amazing Steam-Ironing Combination Offer by PRESTO!

© 1952 N. P. C. CO.



Only the PRESTO  
Vapor-Steam Iron...

- 1 Uses Ordinary Tap Water ... costly distilled water NOT needed.
- 2 Vapor-Steam Irons Most Materials Without Sprinkling.
- 3 Vapor-Steam Presses Without Press Cloths.
- 4 Dry Irons Perfectly Without Fatigue.

This sensational money-saving-offer is to introduce you to the ONE iron that saves you work 4 ways ... the PRESTO VAPOR-STEAM IRON.

Try it—you'll never go back to old-fashioned ironing again! Your ironing goes so smooth, so fast, you're through in half the time. The PRESTO VAPOR-STEAM IRON is completely automatic, no valves to regulate, no gadgets to baffle you. Exclusive Presto Soleplate Heat Indicator shows at a glance exact soleplate temperature, stops guesswork, helps prevent scorching.

You Get Amazing Work-Saving  
**Presto** \$19<sup>95</sup>  
Vapor-Steam Iron



NATIONAL PRESSURE  
COOKER COMPANY  
Eau Claire, Wisconsin  
Makers also of World Famous  
PRESTO COOKERS and  
PRESTO DEEP FRYERS!

YOU GET  
**Presto**  
Vapor-Steam Iron  
and Ironing Table

Value \$30<sup>90</sup>  
for Only \$25<sup>90</sup>  
**SAVE \$5<sup>00</sup>**

THERE ARE MORE THAN 18 MILLION SATISFIED PRESTO USERS!

GERALDINE PAGE CONTINUED



A COY FLIRTATION with town scamp (Lee Richard), just returned from medical school, begins Geraldine's perceptive playing in *Summer and Smoke*.



A NERVOUS UNBUTTONING occurs in doctor's examination room as Geraldine delineates role of repressed maiden in desperate, uncertain love.



AN ECSTATIC MOMENT during telephone call with man she loves is followed by hysteria and agony as play describes Geraldine's spiritual death.

CONTINUED ON PAGE 110

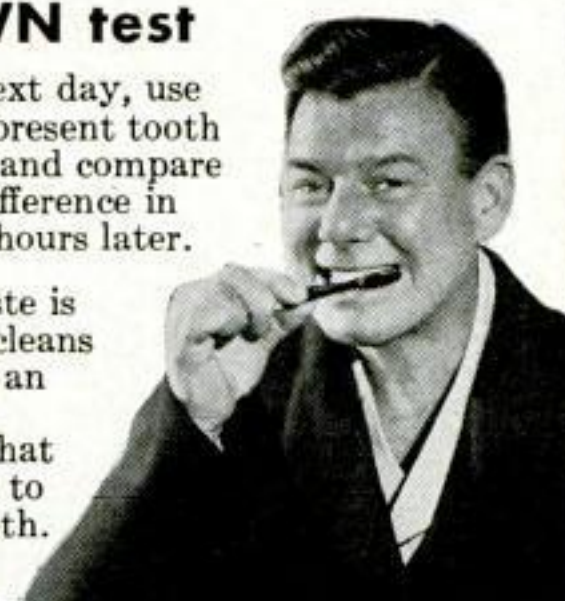




#### Make YOUR OWN test

1. Tomorrow, brush your teeth with Pepsodent and note the *clean mouth taste* that lasts for hours.
2. Next day, use your present tooth paste and compare the difference in taste hours later.

The lasting clean mouth taste is your proof that Pepsodent cleans teeth cleanest . . . thanks to an exclusive Oral Detergent—a double action ingredient that combines Irium and I.M.P. to remove film and brighten teeth.



Prove it to yourself! Pepsodent with **ORAL DETERGENT** brings

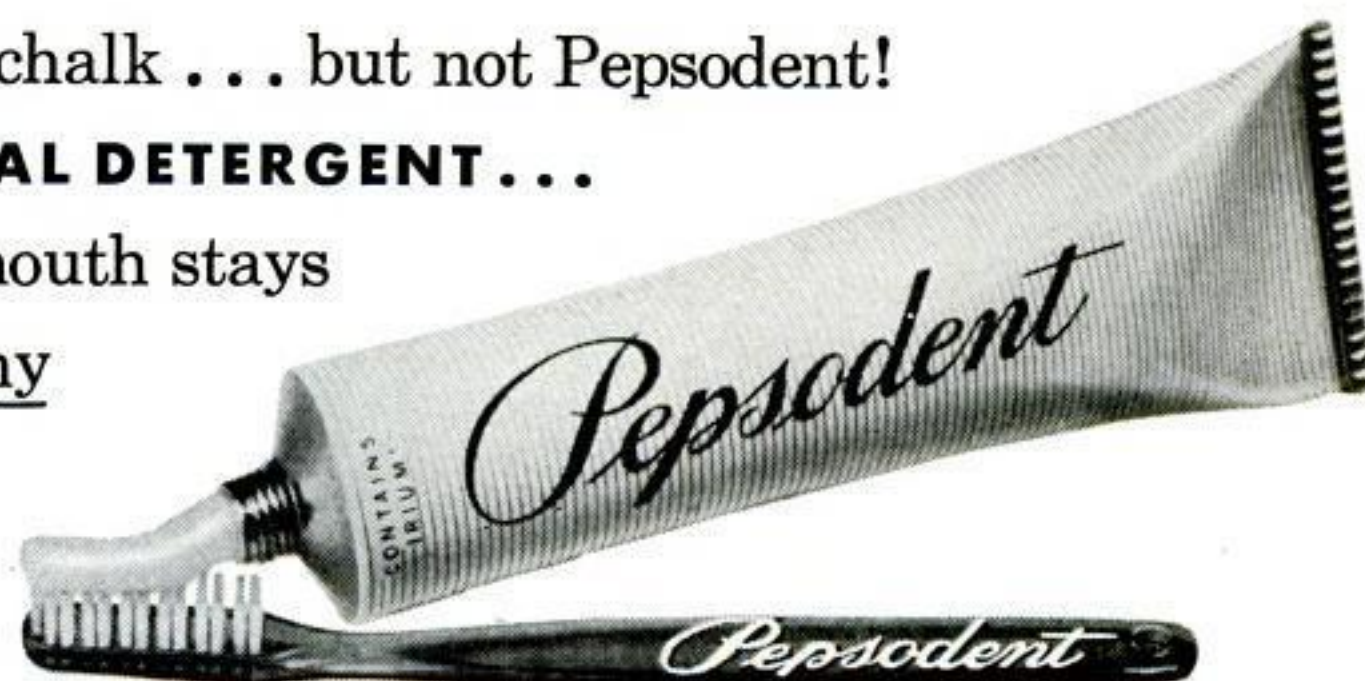
# CLEAN MOUTH TASTE FOR HOURS

Some tooth pastes clean with soap . . . some with chalk . . . but not Pepsodent!

Because Pepsodent now cleans with exclusive **ORAL DETERGENT** . . .

it even cleans where brush can't reach . . . your mouth stays coolest . . . breath freshest . . . teeth cleanest of any leading tooth paste. Prove it to yourself!

See and Hear **ARTHUR GODFREY** ★ CBS Radio & TV Networks  
Tuesday and Thursday





*to every smart girl  
with two feet  
on the ground—*

What if you could get socks more toe-wriggling comfortable, more absorbent than any you ever wore? Socks so fine and springy they'd pop right back into shape? Socks with a blossomy lustre that won't wash out? You *can*—when you look for the label Durene! It's used by many famous-brand manufacturers to tell you you're getting a *choice*, top-quality cotton yarn—combed, mercerized and multi-ply for extra strength and wear!

**Protection two ways.** First, Durene\* cotton yarns are Quality-Controlled. And *second*, finished garments made of Durene yarn—socks, T-shirts, underwear, baby things—must also be able to pass workmanship and performance tests in order to carry the label Durene. Look for it, for *extra value*!



\*REG. U. S. PAT. OFF.

## GERALDINE PAGE CONTINUED



**EARNING A LIVING** between scarce off-Broadway jobs, Geraldine often read from Shakespeare as she worked at wrapping thread for \$25 a week.

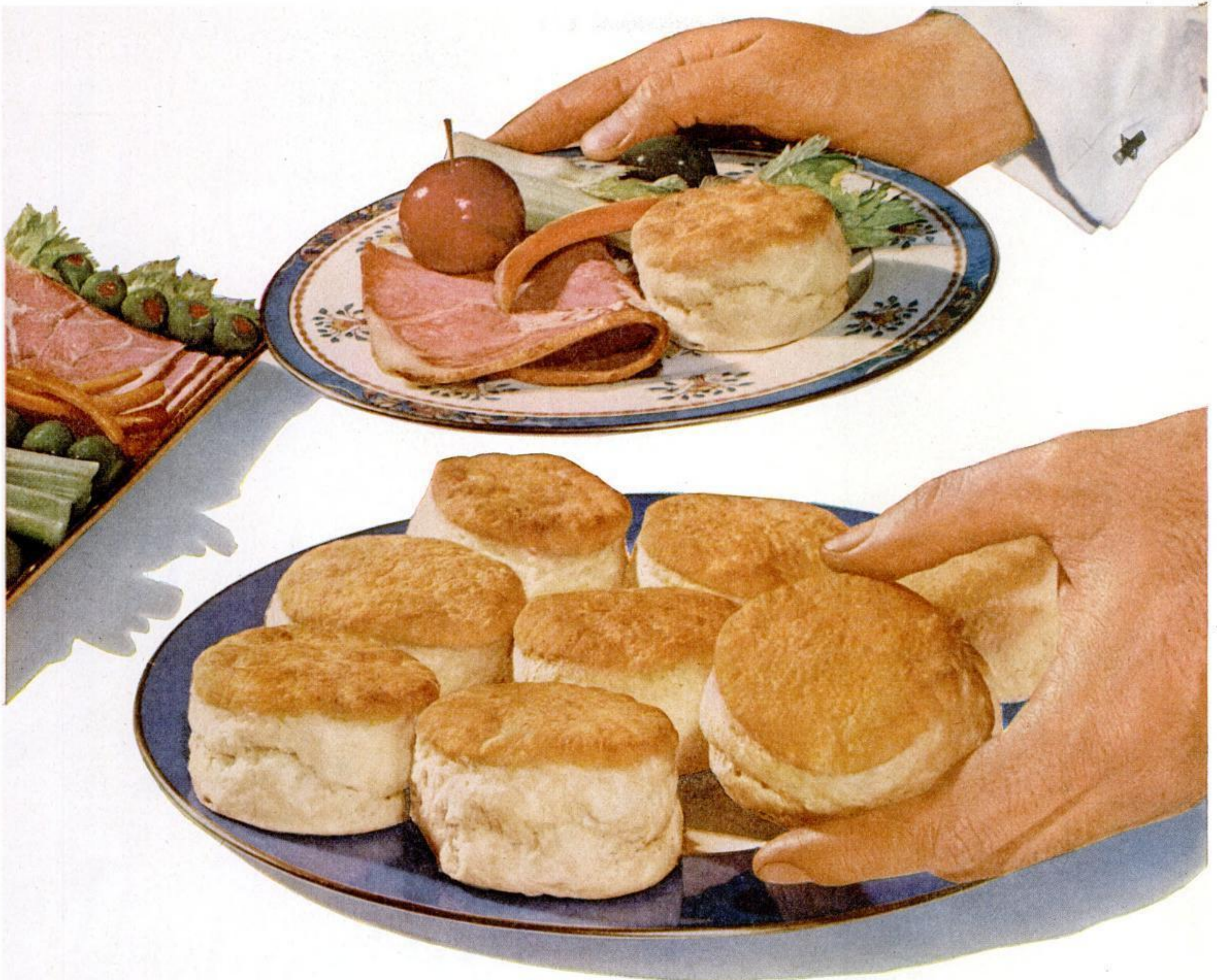


**GETTING A BREAK**, she was seen in *Summer and Smoke* at the Circle-in-the-Square theater by Director Gregory Ratoff, promptly cast in movie, *Taxi*.



**BECOMING AN ACTRESS** has taken seven years of work and privation. Although *Summer and Smoke* is a hit, she is paid \$40 a week, lives in one room.





## "C'mon now... while they're hot"

Missus, they won't get a chance to cool off... if you reached for the Bisquick. You just set a plate of hot butter-hungry Bisquick biscuits in front of your family... if you want to see some real two-fisted one-after-the-other eating! And actually, they're fun to fix. All the good things you used to measure out and blend to-

gether... they're already in Bisquick... already measured... already blended. All you add is milk, for light, rich biscuits tender as a baby's kiss. (Now, steal a look down across the bottom of the page. Good, huh? And all made with Bisquick. Which one tonight?) It's true, for feeding a family, you can't beat Bisquick.



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



COBBLER



COFFEE CAKE



MEAT PIE



BISCUITS



VELVET-CRUMB CAKE



CINNAMON ROLLS



SHORTCAKE



COOKIES

For feeding a family you can't beat **Bisquick**

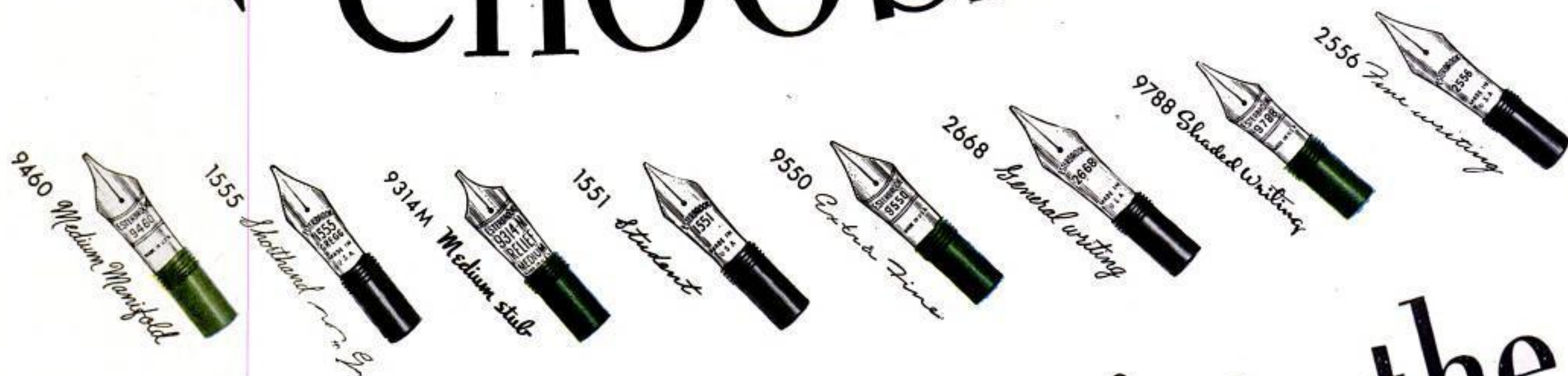


# Esterbrook®

## FOUNTAIN PEN



# CHOOSE the right



# ... FIT it into the



MODEL "444" DESK SET. Your favorite Esterbrook Point screws into this desk pen. "Ink-Locked" base can't leak—won't flood. Holds 40 times more ink than ordinary fountain pen. In black or colors.



MODEL "116" DESK SET. Gracefully tapered Esterbrook Fountain Pen—into which you can fit the right Esterbrook Point for you. Base is solid porcelain, with permanently lustrous finish. In black or colors.







TO SELECT OR REPLACE  
... HERE'S ALL YOU DO

# point for the way you write



ONLY A FEW OF THE MORE POPULAR POINT STYLES SHOWN  
ALL POINTS INSTANTLY REPLACEABLE IN CASE OF DAMAGE

# Esterbrook pen you like best



POCKET SET. Standard model Esterbrook Fountain Pen and matching Push-Pencil. Pencil holds 2 feet of lead. Writes for months without refilling. A push on the top feeds the lead as needed. Choice of regular and thin lead models.







Just hold it! Feel it!  
You'll know why more women choose  
**1847 ROGERS BROS.**

Surely you'll fall in love with 1847 Rogers Bros. when you see the beautiful patterns. Exquisitely designed, beautifully finished by New England's great silversmiths... they are the best loved, most wanted patterns of all.

Just pick up any piece of this fine silver! Feel the perfect, balanced weight... the satin-smooth finish!

Made for a lifetime of beauty! 1847 Rogers Bros. is richly plated with pure silver. Forks and spoons are reinforced at points of extra wear. Knives have seamless, hollow handles.

Choose your favorite 1847 Rogers Bros. pattern at your silverware store today. Enjoy it every day, at every meal, all your life.

COPYRIGHT 1952, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.



*First Love*

... graceful, delicate, romantic! Perfect with modern or traditional. These 6 essential pieces in every place setting.

Why buy silver piece by piece? Start with a complete set for 8 in lovely, long-lasting 1847 Rogers Bros. 8 place settings, 4 important serving pieces.

52-piece chest... only \$74.50

Small down payment... easy terms!



**1847**

**1847 ROGERS BROS.**

AMERICA'S FINEST SILVERPLATE





EXPECTANT BLUE COD OGLES KER AS HE REACHES INTO THE CROWDED WATERS TO PICK UP THE FISH FOR FEEDING

## WHEN A FISH HAS A FRIEND

Every day toward sundown in an inlet of Marlborough Sounds, New Zealand, a school of more than a hundred blue cod and snapper congregate by a ledge of rock and wait patiently, their fins undulating slowly and their eyes raised in anticipation. Presently along comes a kindly man in sneakers who walks down into the water among them and whom the fish recognize as their friend, Walter Ker. Four years ago Ker began tossing tiny shellfish on the inlet waters

to attract the larger fish. Soon the fish became courageous enough to take food directly from Ker's hand under water. Then they allowed him to roll them over playfully. Before long they were so trusting that he could pick them up one by one and lift them out of the water. Now Ker picks up his favorites in turn, pats each one gently on the head and drops chunks of meat and shellfish into its open mouth. This makes a nice hobby for Ker, and for the fish it beats working.



READY FOR CHOW, a snapper nestles in Ker's arms and waits to be fed. Although most "look much alike" to

him, Ker has come to know several of them and has given these friends names like Hector, Big Winnie and Blanch.



You only get



One head of hair -



Oh Brother! Give it



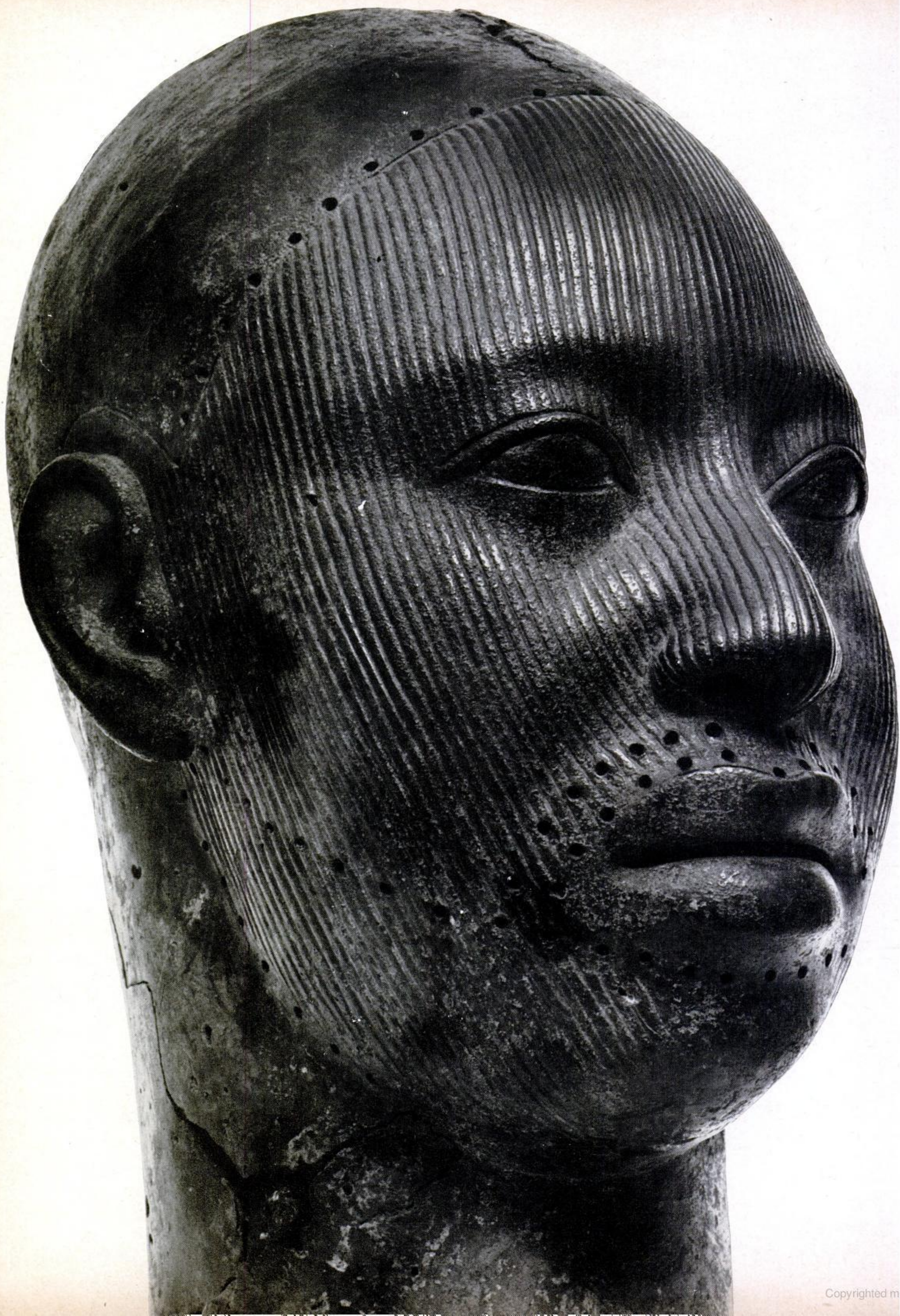
The best of care

—and that calls for an Ace Comb, of course. Won't tear hair, scratch scalp, lose teeth easily or "curl up and collapse" . . . combs safely and handsomely. Famous hard rubber Ace Combs for pocket or home are packaged in individual boxes. Ace costs less because it lasts longer. American Hard Rubber Company, N. Y. 13.

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Body of Congo girl is adorned with scarifications like those on old carving (right). They are a sign of tribal membership.

# Mystic Art of Tribal Africa

## IMAGES OF EARLY NEGRO CULTURE INFLUENCE NATIVE LIFE OF TODAY

PHOTOGRAPHED FOR LIFE  
BY ELIOT ELISOFFON

The sculptures on these pages are the products of a culture which for some 1,500 years has flourished among the Negro tribes of Africa. Centuries before the first Europeans penetrated West Africa in the late 1400s native craftsmen were creating works of remarkable skill to serve their mystical rites and beliefs. To the Europeans these sculptures were little more than curios, the enigmatic artifacts of a pagan people. Not until this century did a serious appreciation of Negro sculpture develop, prompted chiefly by the pioneers of modern art who, in the early 1900s, began to incorporate into their own works the geometrized forms of African carvings. Today Negro art has joined the ranks of masterpieces in museums around the globe. In Africa it still plays a vital part in the lives of the natives. They have lost much of the inspiration which produced their art but they still ornament their bodies with traditional symbols and surround themselves with the ritualistic carvings of their ancestors.

Bronze scarified head of life chief from Nigeria was made at least 600 years ago. The rows of holes probably once held human hair.

Ancestor figure with an elaborately scarified torso was carved to house the spirit of a dead member of the Baluba tribe.

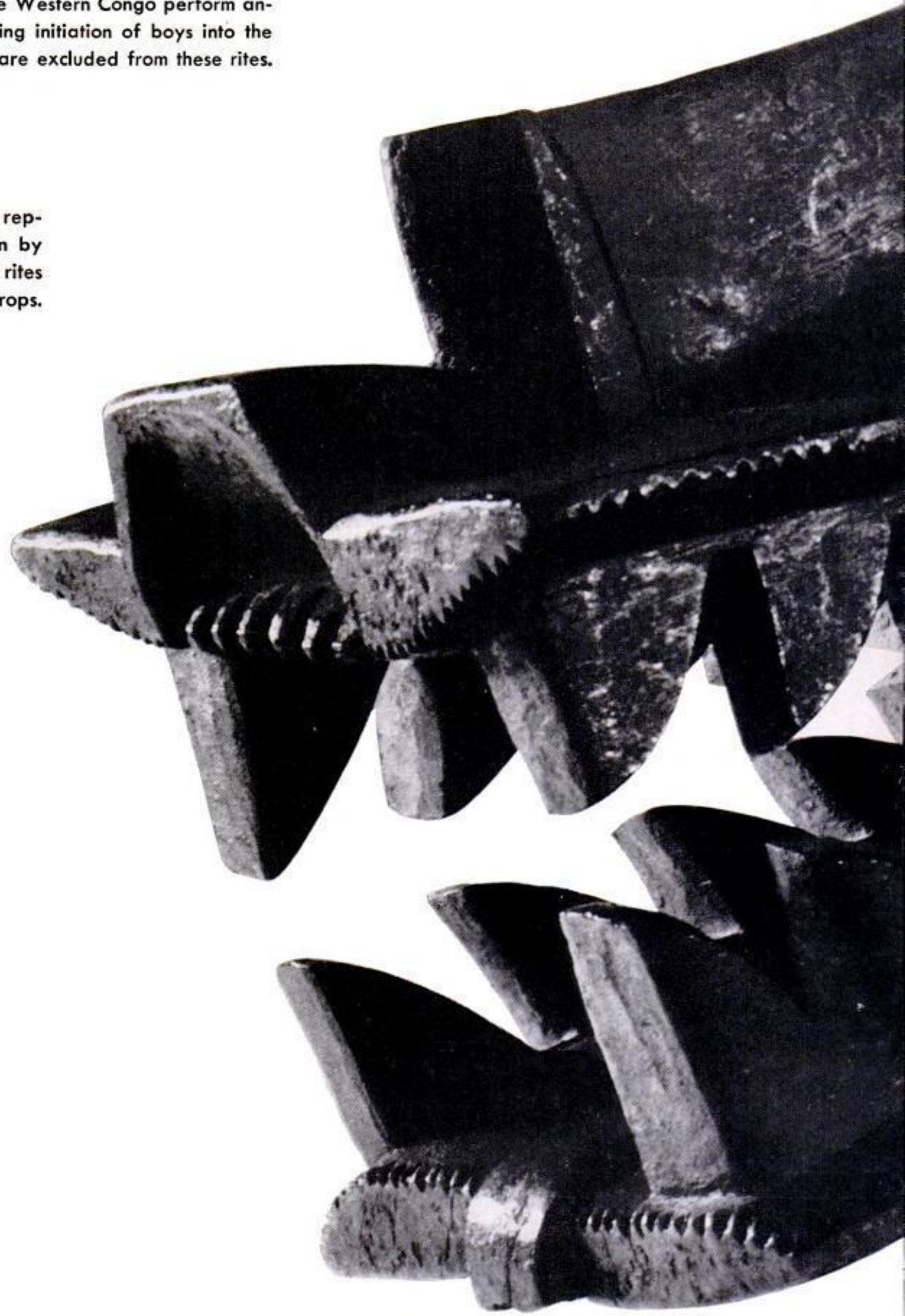






Wearing popeyed masks and costumes of fiber, men of Bapende tribe of the Western Congo perform ancient ritual dances during initiation of boys into the tribal society. Women are excluded from these rites.

Bambara headgear from the Sudan represents two antelopes. It was worn by dancer during sowing and harvest rites to keep spirits from destroying crops.



## Masks and mysteries

From birth to death, the life of the African Negro is punctuated by ritual and governed by a host of spirits, which are represented by appropriate sculptured images. Some of the images have been preserved from earlier times. Others, generally of lesser quality, are made according to need. When seeking help, the native may petition a statue of an ancestor. When taking part in initiation rites, he will wear a symbolic mask. Magical statues are called upon to protect him from sickness, and the uncanny powers of the diviner's sculpture (*right*) give him clues to the future.





Animal mask was carved by a Senufo sculptor of Ivory Coast. Many tribes believe that when a man wears such a mask, animal's spirit enters into him.

Dog was used for divining and lie detecting by Bushongo, who rubbed disk across back of statue. If disk stuck, it meant affirmative answer to question.







Headrest, probably once owned by Baluba chief, is supported by twin maidens who wear hair stretched over bamboo frames in fancy native coiffure.



Working with adze, royal sculptor of Bushongo tribe begins statue. Though unornamented, tool itself was carved into graceful shape.

## Household images

While the African Negro made sculpture chiefly for ritualistic purposes, his love of decoration prompted him to ornament the simplest utensil and tool of everyday life. Working with an ax, chisel or, most frequently, an adze, he carved his household furnishings into human figures and decorated his drums and weapons with geometric patterns. Since the majority of the tribes lived in or near forests, wood was the most common material. But such products sooner or later fell victim to the moist climate and voracious appetites of termites, so that, unlike the ancient metal works, few Negro wood sculptures preserved today are more than 150 years old.



Two Baluba figures peek over the top of a bowl whose base has been decorated with a cross-hatched pattern resembling a woven basket. When not in use, the

bowl is covered with a lid which bears two carved lizards. These, like other animal images, are believed to protect food in the bowl as well as those who will eat it.





Crouching woman with platter on head served as a stool for royal member of the Baluba tribe. Such a

conception may originally have stemmed from ancient kings' custom of sitting on the back of a slave.



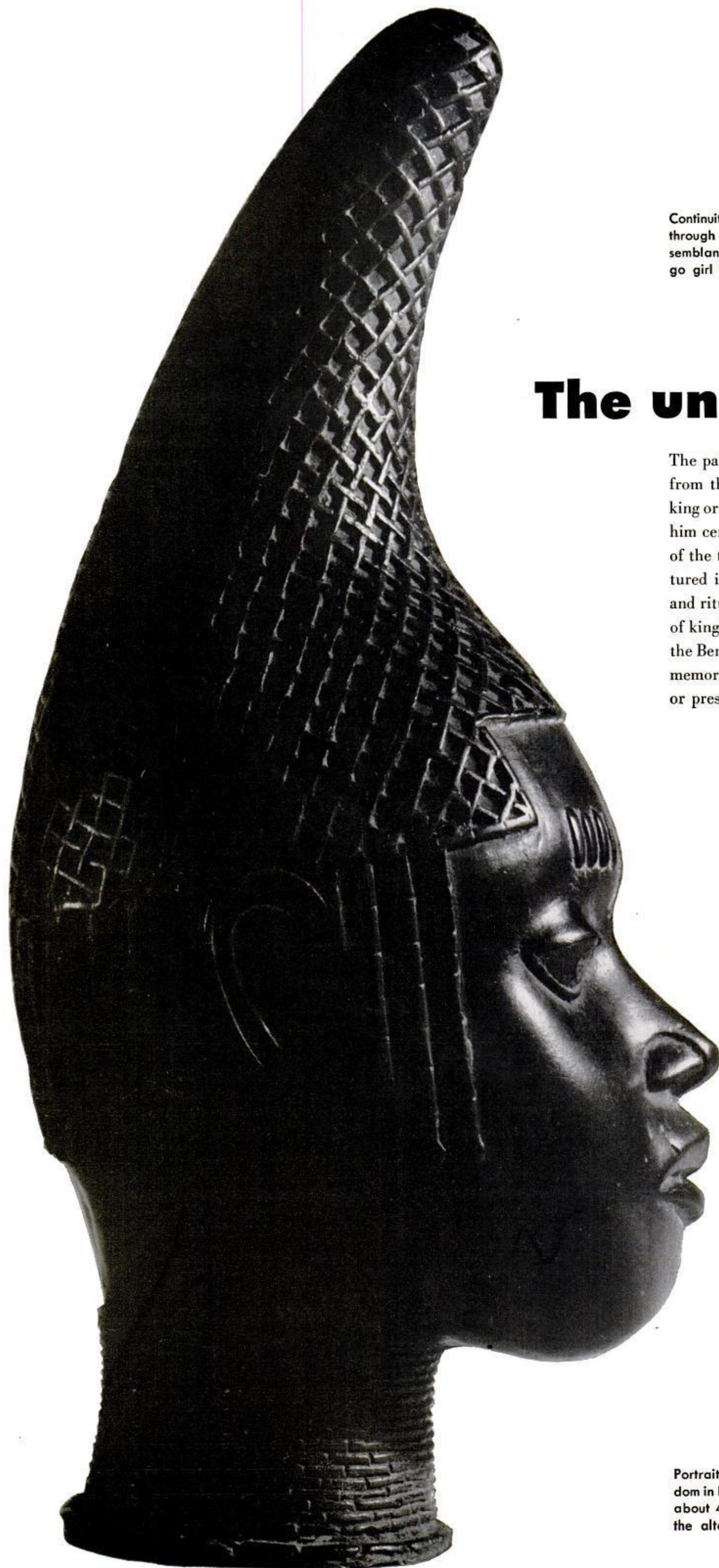
Weaver's pulleys (above and at bottom of page), made by Baoulé tribe of the Ivory Coast, were decorated with heads of bearded men and cast in bronze.



Ceremonial goblet for palm wine was carved by Bushongo sculptor in shape of human head, with elaborate hairdo, scarifications and unfathomable smile.







Continuity of African facial types through ages is apparent in resemblance of contemporary Congo girl to ancient portrait (left).



## The unchanging faces

The pattern of tribal life in present-day Africa is little changed from that of the early days before European penetration. The king or chief was often believed to be of divine origin and around him centered most of the religious, political and social customs of the tribe. He was also a leading patron of the arts, for sculptured images were the necessary implements of the court life and rituals over which he presided. Some of the finest examples of kingly patronage are the royal portrait heads, primarily from the Benin, Ife and Bushongo kingdoms, which were used in commemorative or propitiatory ancestral rites and were buried, or preserved throughout the centuries in the royal chambers.



Bope Mabinshe, king of the Bushongo (or Bakuba) tribe, lives and rules in 20th Century much as did his royal ancestor (opposite page), whose portrait was carved from wood around 1800. Since 1600, Bushongo kings have sat for portraits so that later tribesmen could petition royal statues for help in time of need.

Portrait of a queen of Benin kingdom in Nigeria was cast in bronze about 400 years ago, placed on the altar during sacrificial rites.







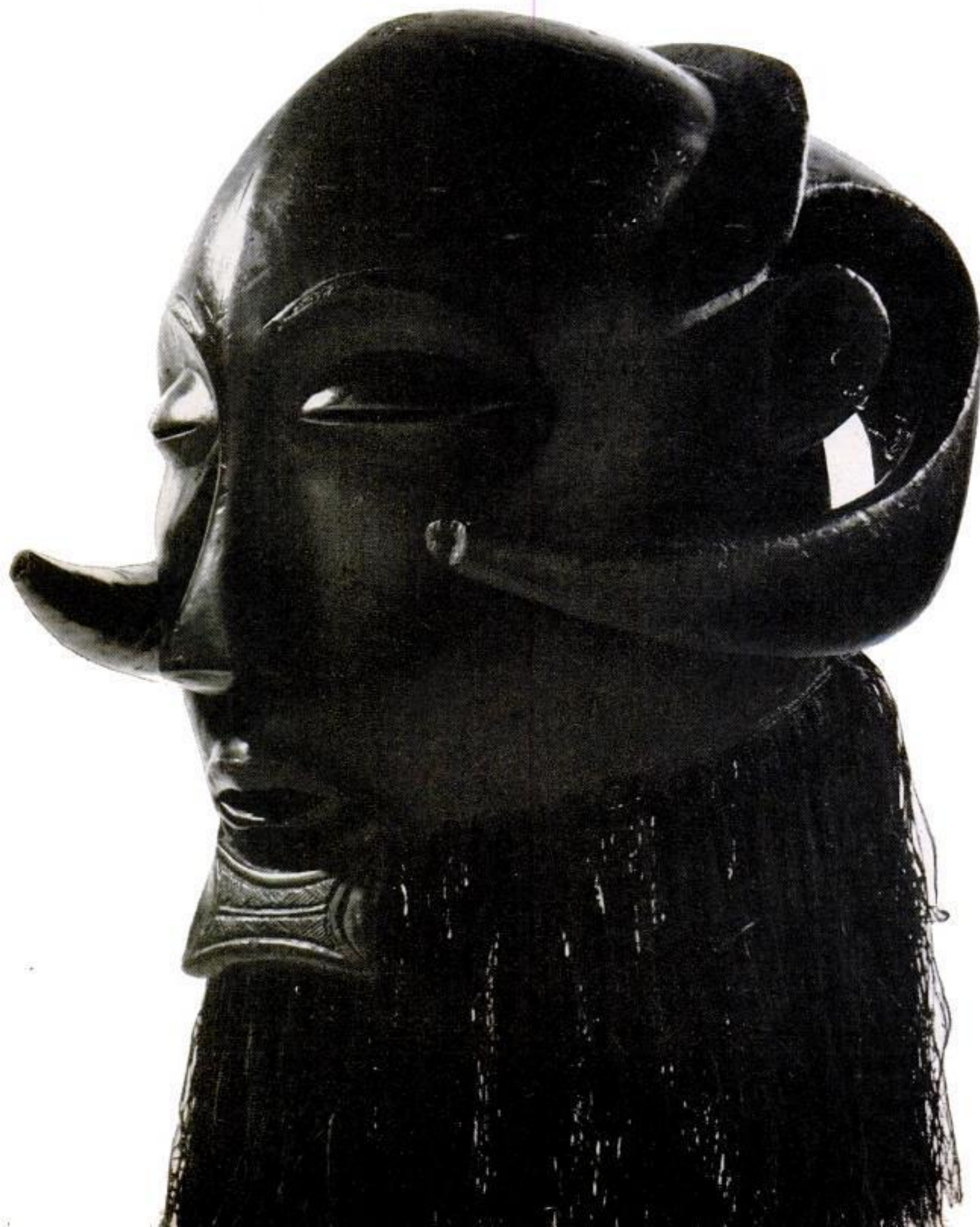


Dancing boys of Congo form angular pattern like multiple view of Dogon statue (right). Though such a statue was based on actual observation of life, its geometric forms were arbitrarily arranged to create symmetrical object with a character of its own.

## Old forms now new

For an art which has only recently become known, Negro sculpture has had a phenomenal influence. After its "discovery" by the artists of Paris, the bizarre faces of African masks began to appear in the works of painters like Klee and sculptors like Modigliani. Most noticeable was the effect on Picasso, who did a series of stylized cubist paintings directly related to Negro sculpture. From such experiments emerged much of the modern art of today which, in its turn, has led to a widespread appreciation of the art of Negro Africa.

Baluba funeral mask has almond-shaped eyes, triangular nose and other stylized features which appear in Picasso's works of 1907.











IN A HAUNTING INTERPRETATION OF FATHER FAHY'S ACCOUNT OF RED PRISON LIFE, DONG KINGMAN SHOWS ONE VICTIM (CENTER, LEFT) IN CHARACTERISTIC

## 'BURIAL ABOVE GROUND'

*Among the missionaries jailed by the Chinese Reds was the American Jesuit priest, Eugene E. Fahy, who was imprisoned 10 months, then forced to leave Red China. Now Monsignor Fahy (his church elevated him before his release) gives his eloquent account of life at the mercy of China's merciless new masters.*

**T**HIS is one man's story of the Communist drive against religion in China. The pattern of attack is known to all missionaries recently in that unhappy land. The opening lines of each tragic drama have been that seemingly innocuous declaration of Communist intent: "What follows is but a patriotic Independent Movement which no true Chinese can fail to join." Led by the weak, the fearful or the opportunists, the players are coached in the parts they must play while the overture of propaganda drums thunders through the land. The theme of the plot is simple: "The Catholic Church, in the hands of foreigners, has become an instrument of imperialism." For the missionary, the last act is always the same—the loss of his mission, possible punishment, certain expulsion.

The mission we lost was the district of Yangchow, a stretch of some 200 miles curving north and east of Nanking across the Yangtze River. It has a population of four million and a Catholic count of 3,000 souls. There were six of us, all Jesuits, in the city of Yangchow itself—three Americans, Fathers Thornton, Ryan and myself, a Frenchman, Father Beaucé, a Chinese priest Father Liou, and Brother Fekete from Hungary.

The city was "liberated" on Jan. 25, 1949. At first we were left pretty much alone while the Reds dug in. That summer, however, our school, the Aurora Preparatory, was

taken by the Communists, both students and teachers being subjected to an increasing barrage of dialectics. After war in Korea had given the "patriotic" drive a perfect propaganda boost, the aggressive move for "church reform" picked up speed. Catholics were everywhere pressured to prove their "patriotism" by cooperating. There were the naive few who thought it possible to concede an allowable inch when the Reds demanded a yard. Theirs was always the loss, and a bitter object lesson to a watching Church. Today it is now clear that there are but two choices: capitulation—or heroic defiance no matter what the cost.

Our part in this bitter clash of uncompromising faiths was small. But we are proud and thankful for the chance to have stood in the same line with the truly valiant of this world.

### The first clash

**I**N February 1951, the "independence movement" was inaugurated in Yangchow, the beginning for us of all that follows. The party, police and Board of Education had been seeking a pliable tool to open their attack. They found it in a former principal of Aurora and ex-Catholic named Lo Ping-yeh. He was an opportunist, a man who had collaborated too closely with the Japanese and who hoped to erase this stain by a like fawning before the new Red masters.

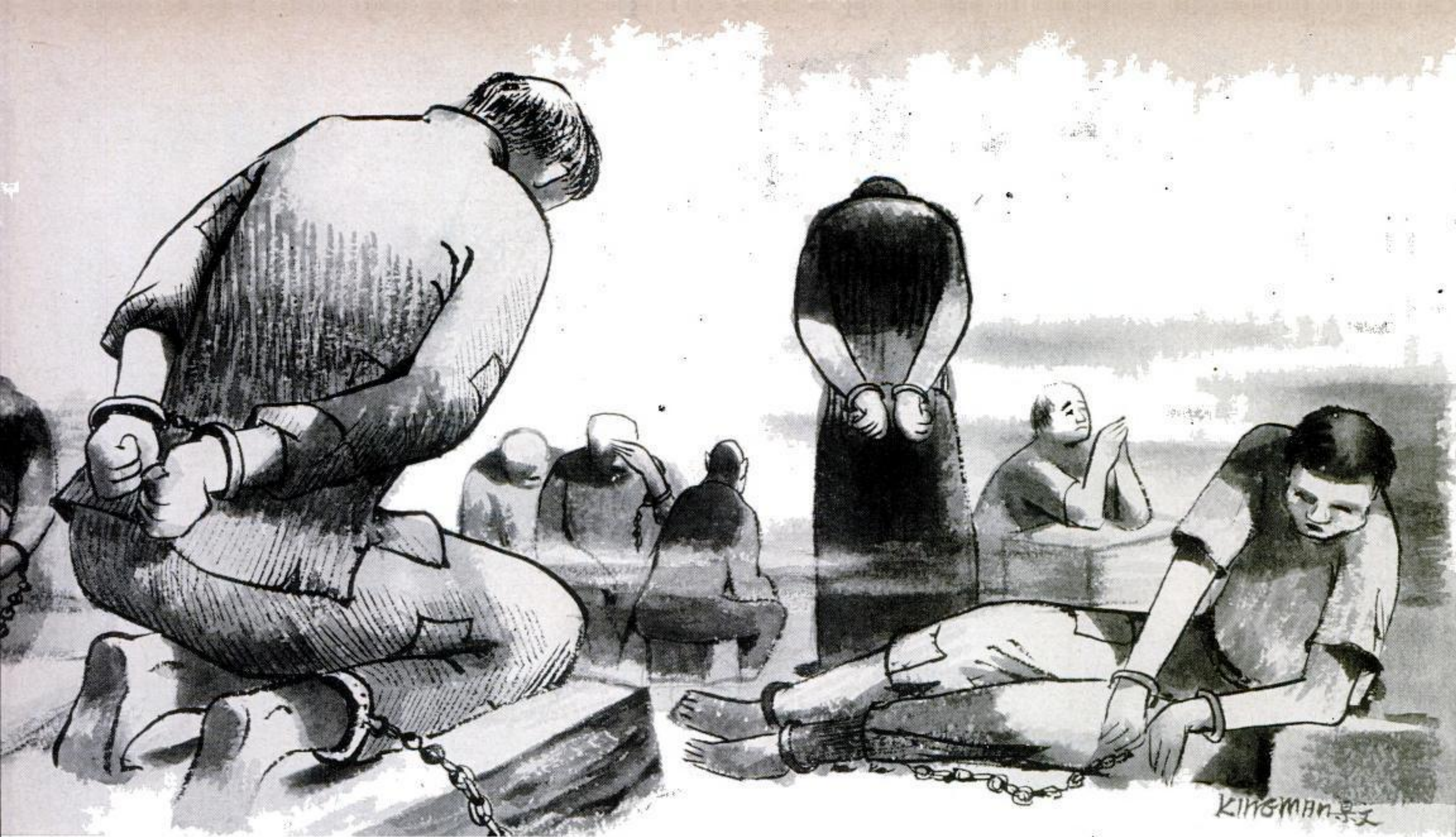
The first meetings of the "Reform Group" headed by Lo Ping-yeh were called in early March. To give the business a bit of weight, the head of the Board of Education pressed one of our teachers, Chu Shih Ch'ang to give a speech. Stubbornly silent until forced to make a statement, Chu finally admitted:

"I don't understand how it can be said that there is freedom of religion and at the same time freedom to attack religion. Perhaps you can enlighten me. It seems equivalent to saying that a Chinese can love his country and not love his country at the same time."

Overnight, in true Communist fashion, his question, savagely distorted, became a statement: "A Chinese cannot love his country!" There followed a rash of indignant articles in the local papers denouncing this "blasphemy." An accusation meeting was then called. Several hundred were in attendance, including some Catholics selected by name and forced to sit in front. Two of them fainted during the mad yelling and were finally allowed to return home. Chu Shih Ch'ang from then on was their man: to save himself he had to write out his accusations against us at least 10 times. His breakdown shook the other teachers. They began to fall in line.

The "autonomy" proclamation now drawn up by Lo Ping-yeh and his patriots, calling for "reform" of the Church, won surprisingly few signatures, despite a strenuous Reform Group drive during April and May. But Communists are as persistent as a leaking faucet, and soon their fatuously legalistic attack shifted to another front. We were now assailed at a public meeting for having registered our property at the beginning of the year (in accordance with the law for foreigners everywhere in China). As foreigners, we had usurped the right of Yangchow Catholics. Elaborately, a "Registration Group" was formed to correct matters—i.e., to launch the attack on the church's property. Its representatives came to me demanding that only Chinese priests be allowed use of the church and that I turn over to them all





ATTITUDE OF PRAYER ABOVE FATHER FAHY'S SHACKLED BODY, WHILE ANOTHER (RIGHT) HUMBL Y BOWS HIS HEAD AS ALL AWAIT THEIR UNKNOWN FATE

## A PRIEST JAILED 10 MONTHS BY CHINESE WRITES ELOQUENT ACCOUNT OF HOW REDS MANACLE, GRILL AND STARVE AMERICAN MISSIONARIES

by EUGENE E. FAHY, S.J.

church correspondence, keys, documents, financial accounts and property papers. I could only delay the inevitable by insisting they obtain a written governmental order. Three days later they were back with such an order, including also the appointment of a Chinese priest.

Now began the usual series of aggressions involved in "closing in." Immediately all but our personal rooms and necessary common rooms were sealed. Many of our Christians, including our domestics, were being given rough goings-over at the police station. Both priests and domestics were "tailed" through the city. To spare those in charge of the school from sure persecution, we saw no alternative but to close it. The tireless Lo Ping-yeh called for a new drive which groaned under this staggering title: "Defeat America—Help Korea Society for the Putting into Effect of the Triple Autonomous Reform of the Yangchow Catholic Church."

On Sunday morning, July 22, we awoke to find two police guards at our front door. They politely but firmly told us that we were not to leave our residence nor to enter the church. Father Ryan managed to slip out unnoticed, with Brother Fekete, to say Mass and remove the Blessed Sacrament; but, discovered by some outraged members of the Reform Group, he had to outrun them back to our rooms. They then tried to enter the small chapel where I was saying Mass, but Father Thornton, who towers six husky feet, blocked the doorway. This brought the two guards' rifles pointing at his middle. With masterful calm he addressed the guards in Mandarin spoken with just a touch of the brogue and a heavy admixture of blarney. In a short time he had convinced the guards that such an excited crowd might damage

the "people's property." It was their duty to see that no harm was done. The rifles were lowered and one of the guards took Father Thornton's position at the door, while he calmly walked off to breakfast. I'm sure those Red riflemen are still wondering just how the tables were turned that time.

### The obedient mob

THE following Tuesday was the feast of our founder, St. Ignatius of Loyola, and the Communists honored the day with mob action. Two police lieutenants entered the residence as we finished our breakfast to deliver a written document of accusation in which we were separately named. They were quickly followed by our old friend Lo Ping-yeh excitedly letting us know that we were being introduced to an "accusation meeting." As we talked we caught glimpses of groups of silent people moving with what they thought was perfect secrecy—one line of heads went bobbing by through the garden, while another group went tiptoeing down the corridor in order to seal us in. We were surrounded by the mob, as Lo Ping-yeh demanded that I relinquish my authority. I refused, again explaining the laws of the Church. But talk was vain. The crowd was now chanting in unison. "Give up your authority! Stop pretending!" The howls rose louder as they shoved us out into the garden. Of the two or three hundred in the pack, probably only one fifth were Catholic. When they attempted to hide or push to the rear, they were rounded up and shoved to the front. It was coldly planned mob action, and frightening. We could smell the hate.

The yelling and the jostling ended a few minutes later when a squad of police arrived

and presented a written order for the five foreigners. (The Hungarian, Brother Fekete, was crossed off the list, perhaps to make the affair look less blatantly antiforeign, but he was expelled later.) We were led off to the police station, with the mob hooting and shouting behind us as we passed through the streets.

The chief of police interviewed us separately in the evening. Patiently and laboriously I tried to make clear the distinction—that there was no problem involved in handing over church property but that on no account could I relinquish my spiritual authority to a group of schismatics. We were then led to a meeting hall where the Reform Group was gathered. They read out an order for a police squad to take us to the church where keys, money, etc. were to be handed over, then to install us under guard at an abandoned Carmelite convent nearby. Our stove was sent to us, along with our cook and dishwasher. We were permitted to take our meals in the garden, and a portable altar was allowed so that we had Mass daily. Shortly a squad of police was stationed with us. We were forbidden to speak with one another.

In the weeks that followed we were frequently hauled to the police station for questioning. Our crimes, at the time, were kept on the religious level—resisting the independence movement. We readily admitted our "crimes" in this regard. When a written "confession" was demanded, I at first refused, then—after two days' continuous stream of threats and arguments—decided (with my companions) that there would be nothing amiss in signing a vague admission of this particular "crime."

On Aug. 8 we were given an order to appear at a "mass accusation meeting (K'ung



Week-end Handyman?



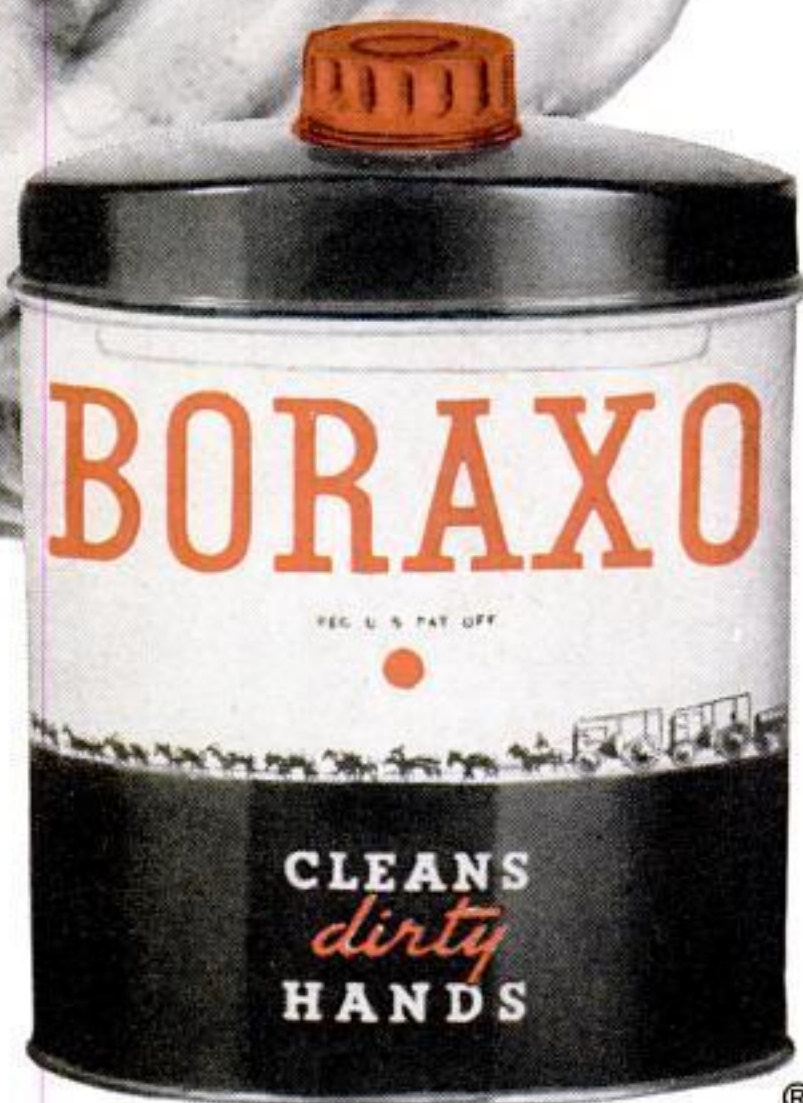
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## 'HE WILL STAY...'

The 41-year-old author of this article, his robes drooping over his starved frame, is shown (center) with his companions-in-prison, Fathers Ryan (left) and Thornton. Fascinated by the Orient since childhood, Eugene Fahy worked his way to China before becoming a priest. After 1951 his family in California heard nothing more from him. Then last June 7, news arrived that he was safe in Hong Kong. After eight weeks of rest and recovery, Monsignor Fahy reported for duty in Formosa. "He will stay," says his mother. "He wouldn't be a good missionary if he ran home."



## PRISONER OF RED CHINA CONTINUED

Su Hui)." A squad of a dozen, sporting tommy guns, rifles and side arms, paraded us through town to the government school auditorium. We were lined up between guards at the side of the stage. Center stage sat various city officials, before them a stand and microphone. We were permitted to sit until the show got under way—when one of the "people" demanded that we stand "in order to see the strength of the Chinese people." We stood and remained standing for the next three hours to witness the strength of the "people."

The farce began with a demand from another member of the people that we remove our glasses. A vote was taken, and all agreed that that was the thing to do. We removed the offensive lenses. One after another, six of the Reform Group mounted the stage and addressed the 400 present, leveling their accusations and demanding that we be immediately thrown out of China. Between accusations, a yell leader furnished slogans which the mob obediently sang out. The spectacle finally ran out of steam and we were all—accusers and accused—led off to an adjoining building to be fed "man tao" (steamed dumplings) and lemonade. Apart from the refreshments, the show was a flop.

Ten days later we were led by police guards through the city to the government compound and arraigned before a people's court. The judgment of "expulsion from China" was read. We were given identical copies and signed receipts for them. Back at Carmel, Father Thornton remarked that there was no time set for expulsion. We did not guess how significant was the omission. It was going to take us nine grim months to learn that.

Our education began shortly. Expecting to be sent south to the border at any time, we were surprised to awaken on the morning of Aug. 25 and learn that Father Ryan had been taken from our midst. They had come for him while we slept, and the silence of his going still remains a mystery of Communist ingenuity—or sleeping powder. We now know that he was led through the garden to the gate, where a group of armed men seized him and pulled a sack over his head. Hoisted into a ricksha, he sat numbly while the gentleman at the handles spun it about in circles before padding off into the night. His fervent prayers reached new intensity when he heard the gurgle of water nearby. Inside his dusty sack he conjured up visions of a watery interment, old Chicago style. But the sound of flowing water receded as the ricksha puller padded on. Father Ryan relaxed a bit, assured now that they had no intention of "liquidating" him in the full sense of the word. Finally the jogging slowed and stopped, he was hauled out and found himself in a government building. There he was grilled for several long nights in succession in tightened handcuffs. He became ill at the end of a week, and the incessant pounding ended.

Three evenings later after supper our turn came. Fathers Thornton, Beaucé and myself were told to pack. We rickshaed to the city jail across the street from the central police station. Our baggage was taken from us and we were given one blanket apiece and toilet articles (except our razors). Arranging our bedding on the wooden platform, as keys jangled and locks clicked, we began our first vermin-filled night in the city jail. There were 49 more like it ahead.





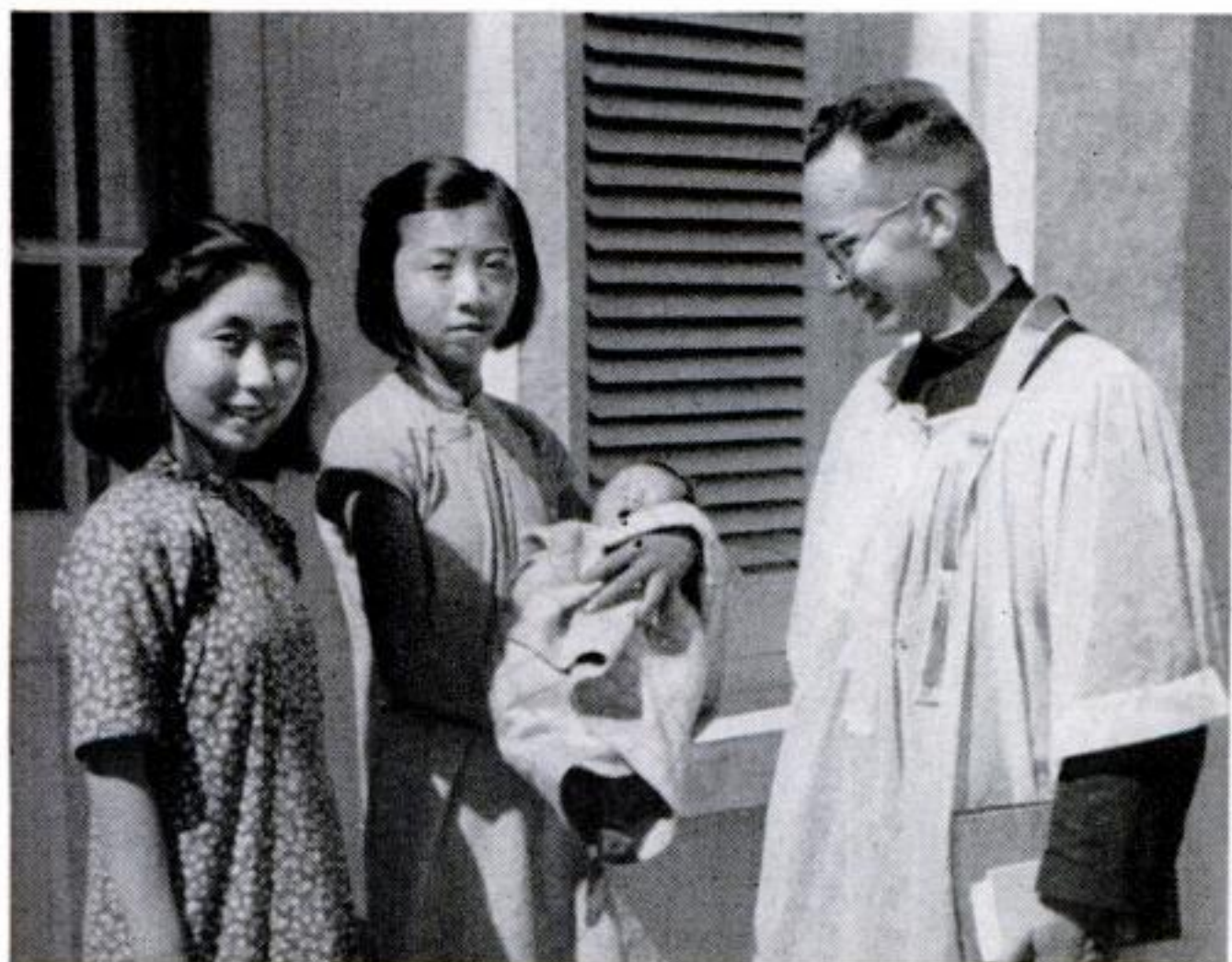
Purely for local propaganda purposes, we were granted privileges denied the other Chinese prisoners. We could take naps at will during the day; others caught nodding were made to kneel for a half hour on the prison yard pavement in the hot sun; often till they cried out with the strain. Their waking hours were a continuous round of indoctrination courses, soul searchings for hidden "crimes," accusation meetings and penitent confession of past errors. The interminable party-line chatter would have put the sphinx to sleep, but any sign of drowsiness was taken as punishable disinterest. So some wore leg chains or a chain tied to the waist and dropping in front to fork near their ankles, forcing them to walk in a painful, straddling manner.

Our regimen of tough rice and tiring cross examination ended abruptly on the morning of Oct. 17. We were awakened at 3 a.m., ordered to wrap up our things and were led by a silent squad of police along the narrow back alleys of the city—to another police station. In the late afternoon we were told we were being taken to Shanghai. We were herded to waiting cars, blankets were thrown over our heads, and we were driven out of Yangchow for the last time—sick with anxiety over this unexpected move and with worry for our flock, now left alone in a slowly tightening vise.

Our blanketed ride by car and train ended at Shanghai at 2:30 the following morning. Led in single file through the deserted station to another police sedan, we were turned over to the Shanghai security police. From now on our treatment was to be that of any other Chinese "criminal," and in some instances even worse.

Hauled out at the jail, we were brought before the night clerk who ordered us to sit on the cement floor—a position that was to

CONTINUED ON NEXT PAGE



**BEFORE ORDEAL** a healthy, curly-haired Father Fahy smiles on Chinese baby brought by sister and godmother (left) to be christened Stanislaus Chen.



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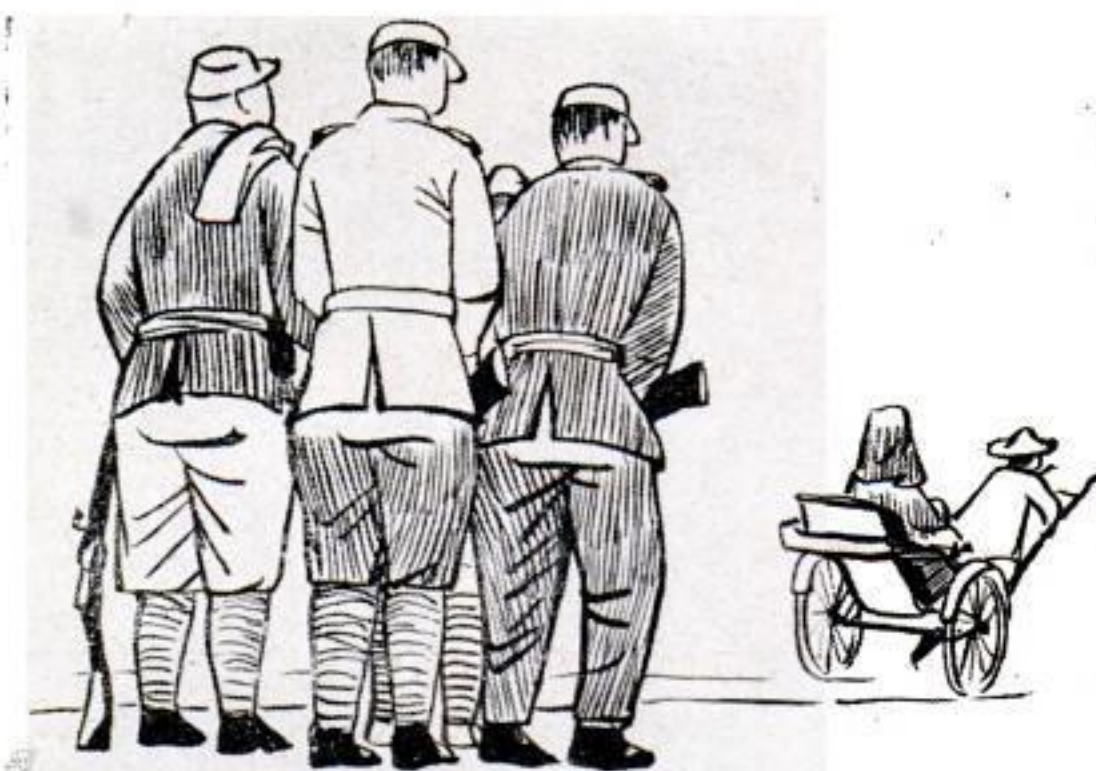


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**THE TERROR BEGINS** as first priest of the group in the mission, Father Ryan, is blindfolded by armed Reds and taken away in a ricksha to be grilled.

## PRISONER OF RED CHINA CONTINUED

become our ordinary posture but never a comfortable one in the months to follow. The clerk took his seat at a desk five feet above us, inscribed our names in the register and took possession of all our personal belongings—watches, glasses, rosaries, medals, keys, my ring, shoelaces, belts—even Father Thornton's bridgework! We were then separated; it was the last time we were to be together until our release seven and a half months later.

My prison number, stamped on a piece of cloth, was 3182, my cell No. 5. As the guard slammed the door behind me, I instantly became the disheveled center of attraction of eight pairs of wondering eyes. What I wore would have rated stares anywhere in China. Topside I had on a turtle-neck sweater, no shirt. Below, my pants were torn at the knees. The room boss got over his shock and ordered me to take off my shoes and place them in the corner with the others. This exposed the numerous holes in the two pairs of socks I wore—a final humiliation. Next I was assigned floor space: last man along the east wall. Newcomers always got last place—a rather grim position near the bucket lavatory, made doubly unpleasant at night by frequent visitors.

By the time I was settled "breakfast" arrived. I was handed a tin container six inches long, four deep and two wide. Any amount of rice, as I learned, could be ordered—but there was a catch to that. We were only allowed six minutes to gulp it down. On my first try to make the chopsticks fly I lost: the guards were back too soon, and I was forced to gulp till I gagged. As I passed the container back, one of the prisoners pointed to six grains of rice resting quietly along the edge. "Next time leave nothing! That's the People's sweat and blood!" I obligingly mopped up the People's sweat and blood.

The *Fu-yi Fan* ("responsible prisoner") of our cell then called me to squat before him and answer a few questions for the data sheet he had to fill out for new arrivals. "Do you know that this is a special jail for spies?" he asked. "Are you guilty of any spy activity?" I replied, "Absolutely not!" and laughed at such absurdity. The others laughed too—but not with me.

On this day I got my first taste of a prison discussion group. Far from sitting in a gloomy silence, Communists insist that their captives talk and talk and talk. During the evening discussion I was asked all about the independence movement, and they were of the opinion that my outlook would gradually change. I told them that

CONTINUED ON PAGE 135



"DISCUSSION GROUPS" were soul-chilling spectacles, with prisoners "confessing" and accusing each other. Here they all laugh at Father Fahy.

## New York's "Colony" Reports Rum Highball Gaining Favor



NEW YORK, September 4th—Gene Cavallero, Jr., of the famous Colony Restaurant here, reports highballs made with Puerto Rican Rum are rising in popularity. "I've long preferred this rum myself," he says, "and lately I've noticed a surprising number of our guests asking for Puerto Rican Rum Highballs."

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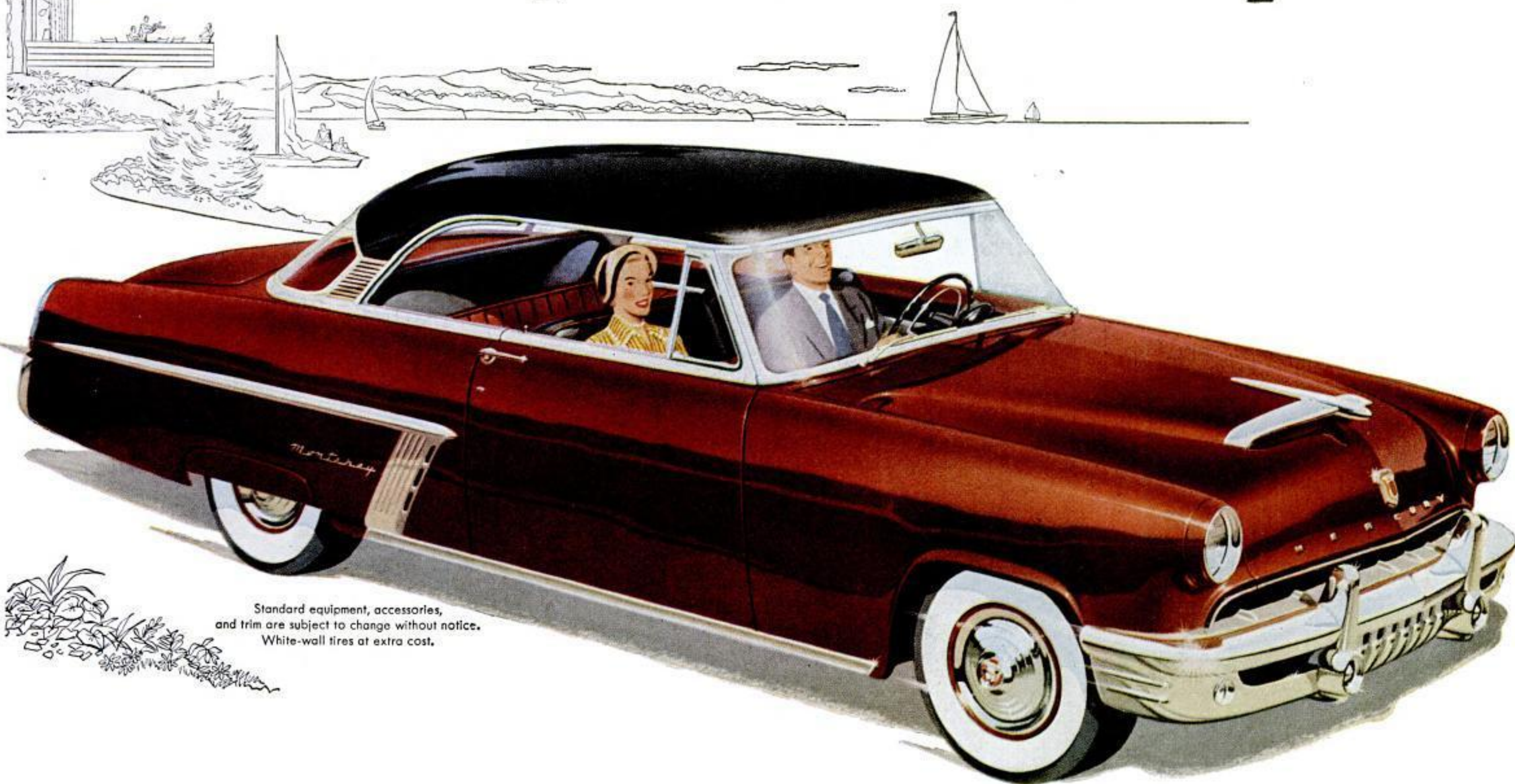




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**KEEP THEIR SHAPE . . .** You'll live in washable winter dresses that keep their shape, won't sag, won't shrink, won't need more than a hand-smoothing to stay free of wrinkles . . . and look and feel like dollars more than they cost. Left, Ann Sutton Originals and Kennedy Slenderizers, 50% Acrilan, 50% cotton. Right, a George Hess Original in an Acrilan blend.



**WEAR LONGER . . .** You'll sew fabrics . . . really *luxurious* fabrics . . . that cut your cost of fashion even further because they refuse to wear out. Blends of Acrilan by Cohama, St. George, and Princeton Knitting Mills.

Beginning this week, you'll find these clothes, fabrics and blankets of Acrilan in limited quantities at



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Street Vogues "Eye-Catcher" crepe dress... a blend of rayon and Acrilan



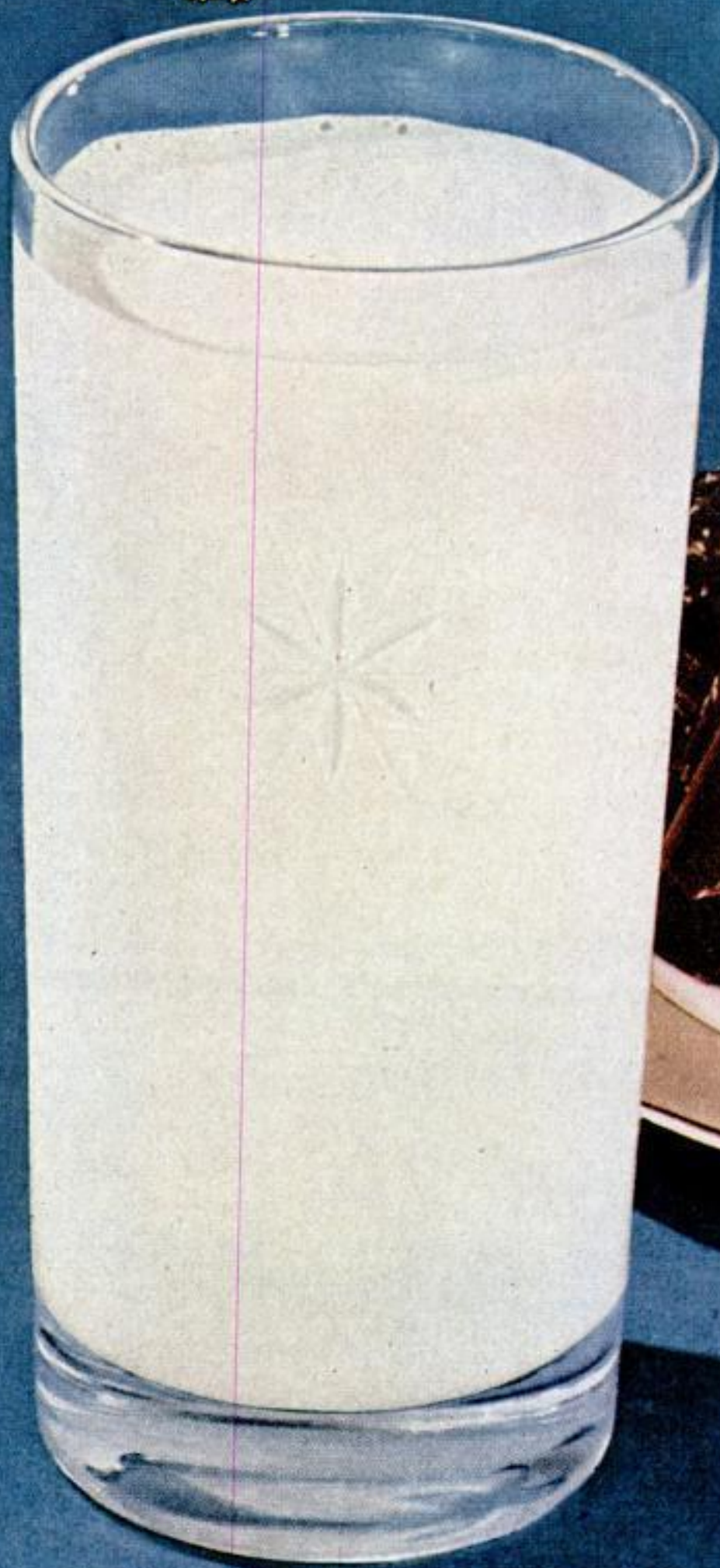
## ACRILAN®

**WRINKLE-RESISTANT**  
You'll work and travel in a suit so wrinkle-resistant you can wear it every day, get caught in the rain with it—and smooth it out with a touch of your hand. The most practical suit you can own... yet it has an expensive look and feel. A blend of Acrilan and rayon in a suit by Joselli.

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# More children drink **B**orden's **M**ilk than *any* other!

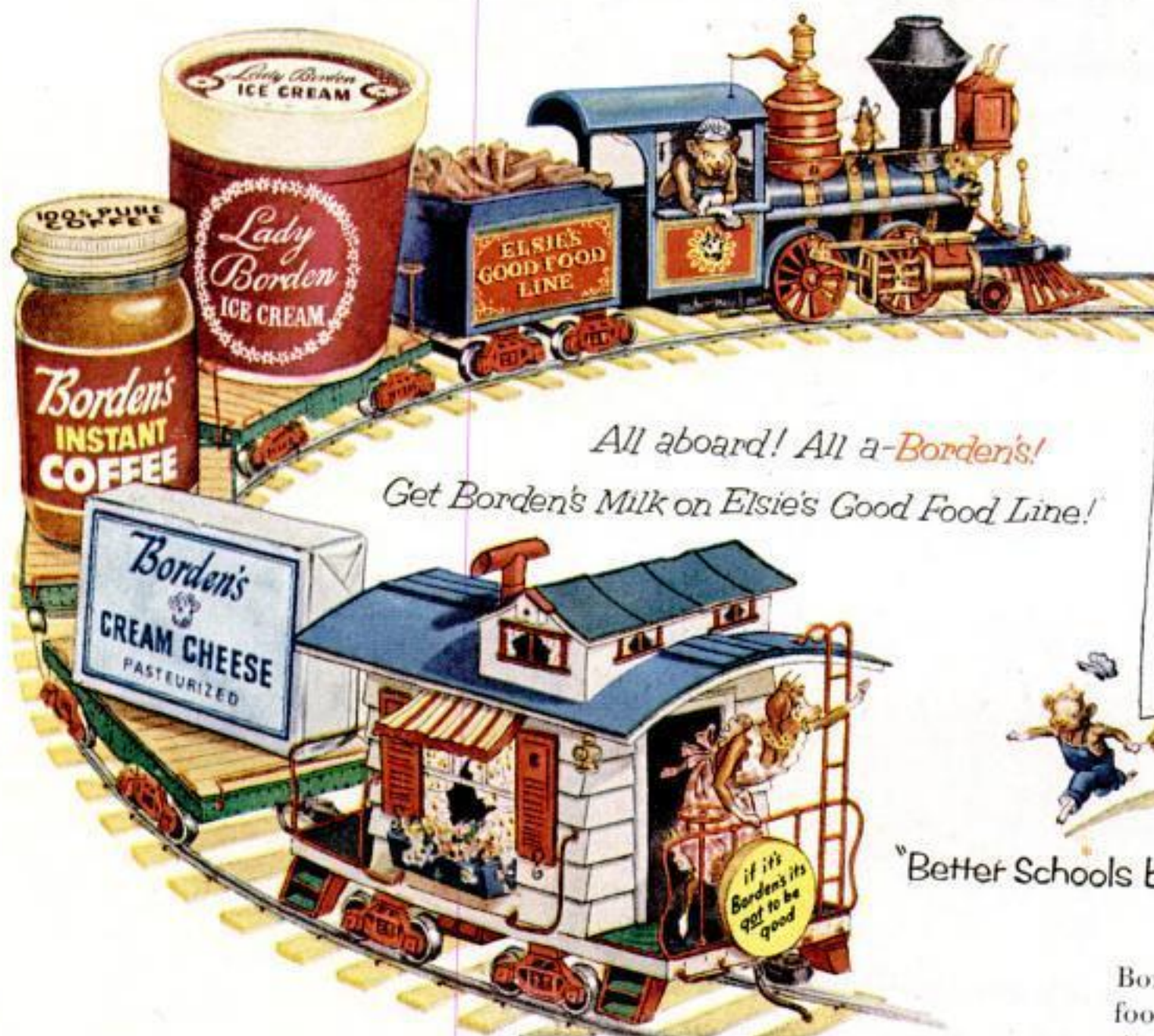


Youngsters Love The Milk With Elsie's Picture On it!



More children drink Borden's Homogenized than any other milk.

1. Maybe it's because Borden's tastes so good. *Has cream in every drop.*
2. Maybe it's because mothers know that every quart of Borden's contains 400 units of Vitamin D, the "sunshine" vitamin. Enough for a full day's supply.
3. Or maybe it's because mothers want children to drink the milk that's rich in calcium and other body-building minerals.
4. Or could be Elsie's picture. Children love the milk with Elsie's picture on it! Give them Borden's today—every day!



*All aboard! All a-Borden's!*  
Get Borden's Milk on Elsie's Good Food Line!

"Better Schools build A Stronger America!"

Borden's foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.

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## PRISONER OF RED CHINA CONTINUED

I believed in God, that there could be no reconciliation. They laughed. I had not expected this. It was a shock to realize that I was not living with fellow prisoners who sensed the wrong and injustice of Red incarceration as did I. These men had been "converted" by fear into speaking the same language as our judges and the police. The following morning I got a summons to appear before the instructor.

"Do you know why you are here?" he asked.

"No," I answered. "Not why I am in Shanghai."

"You are here because you resisted the independence movement. Why did you?"

"Because it is contrary to Catholic doctrine."

"You cannot do that in China."

That was the extent of the interview—enough to show them that I had not changed my mind. I was therefore shortly moved upstairs to a 10-by-10-foot cell on the third floor. I was ordered to sit in a corner opposite the door. During the day and the following morning, guards and instructors were continually at the slide of the door peering at me. All cells were watched this way, and one of our memories is that unblinking, rolling eye that came and went both day and night, unnerving all the while.



"THE UNBLINKING, ROLLING EYE"

That afternoon another equally quiet and futile interview with another instructor resulted—by their obscure system of such things—in my being moved to yet another cell, No. 11 on the second floor. Here I was left "in solitary" till the end of the month. What I wore was all I had. I had no soap, no toothpaste, no change of clothing. My two handkerchiefs had to serve as washrag, towel, napkin and handkerchief. Twice a day I was ordered to chase myself in a circle about the cell for exercise.

At last, on Oct. 30, I was taken downstairs to the registration room and returned some of my belongings: two shirts, a bit of underwear, cake of soap, used tube of toothpaste, toothbrush and a hand towel. I was very content with this haul. After dinner I used my cup of hot drinking water for a quick "bath," hoping no guard would catch me in this "criminal activity." I put on a change of clean clothes, luxuriously free of crawlers.

Not much later the door was flung open and in marched seven other prisoners. Their stance as they entered is something worth noting. Scrupulously obeying the rule for prisoners outside their cells, they walked bent nearly double with their eyes fixed to their toes, carrying their belongings before them like tribute for a king. Inside the cell, the general ruling (obeyed when guards were known to be peering) was eyes to the floor. Father Thornton relates that, when his beads were taken away, he found this convenient when saying the Rosary. He would use the feet of those crowded about him as markers for the decades and mysteries as he ticked off the 10 on his fingers.

My new companions and I slowly, nervously became acquainted. Murmuring about the "foreigner" yielded to curiosity, and they gathered around to hear my story. I rejoiced in being able to talk to something besides the wall. Only gradually did I learn their identities, since prisoners could only give the numbers assigned them. They included a former customs officer, a former merchant, a deserting Communist soldier, a gentleman banker, a former Nationalist major, a physics professor.

These men were now familiar with prison routine, and we settled down to the ever-boring process of "self-indoctrination," with the Responsible Prisoner vainly exhorting me to join in yammering with the rest. None of them seemed pleased with my attitude, and two days later the instructor, whose job it is to see that these discussions move in the right direction, dropped in. I seem to have been the reason for this pleasant visit. The men about me caught the cue from something he said, and started a "meeting" in which each one accuses himself of his faults after which the others "pong tsu (help)" him with criticisms or further revelations of faults they have noticed. These can become brutal affairs, for to please an instructor the prisoners sometimes slash one another unmercifully. I sat by silently. When the instructor asked me to explain my "uncooperative" position, I said, "I shall be obedient to the rules regulating prison routine, but I shall have nothing to do with those regulating my thoughts." When the instructor had gone I got a pleasant surprise. The prisoners began to fraternize with me in a most friendly way as though they were trying to

CONTINUED ON NEXT PAGE



## THRIFTY THOUGHTS FOR BACK TO SCHOOL



THE LABEL TO TAKE HOME

Start your young scholars' wardrobes with budget-wise Gordon necessities. Sturdy Gordon socks and long-sleeved cotton knits are color-keyed to "go with" corduroys and woolens. Gordon "Miracle Fabric" Underwear assures warmth without weight, is shrink-controlled for lasting fit. In school and pre-school sizes.

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## Only Susan is a pianist, but...



## we all play the Solovox

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- The Solovox is easy to attach. Won't mar finish or affect playing of piano alone. See it, play it at your music dealer's. Easy terms. Meanwhile, mail coupon for full details.

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the toymaker says:

One time a little just-born says to me: "Plakie, make me a first toy." He means a thing of fun he doesn't have to hold. Right away I made the PLAKIE Cradle Kick, because babies kick before they hold. The babies kicked away by the hour, laughing and working those little leg muscles like all get out. And first thing I know I'm making thousands, all safe, strong, bright and washable.

they'll play safe with PLAKIE...the best loved toys in the little world. On sale at better Baby and Toy departments and infants' shops everywhere.

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CHROME  
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Extra Metal Cap for Extra Protection

GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

So Easy - So Quick - So Good

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MORE TENDER • MORE DELICIOUS MACARONI

MR. GIGGLES of TV & Radio says: "FRANKly delish"

Spread Hot Dawg Relish on meats, cheese or anything you please! Want more ideas? Write for free recipes... DELTA PACKING CO. NEW YORK 36

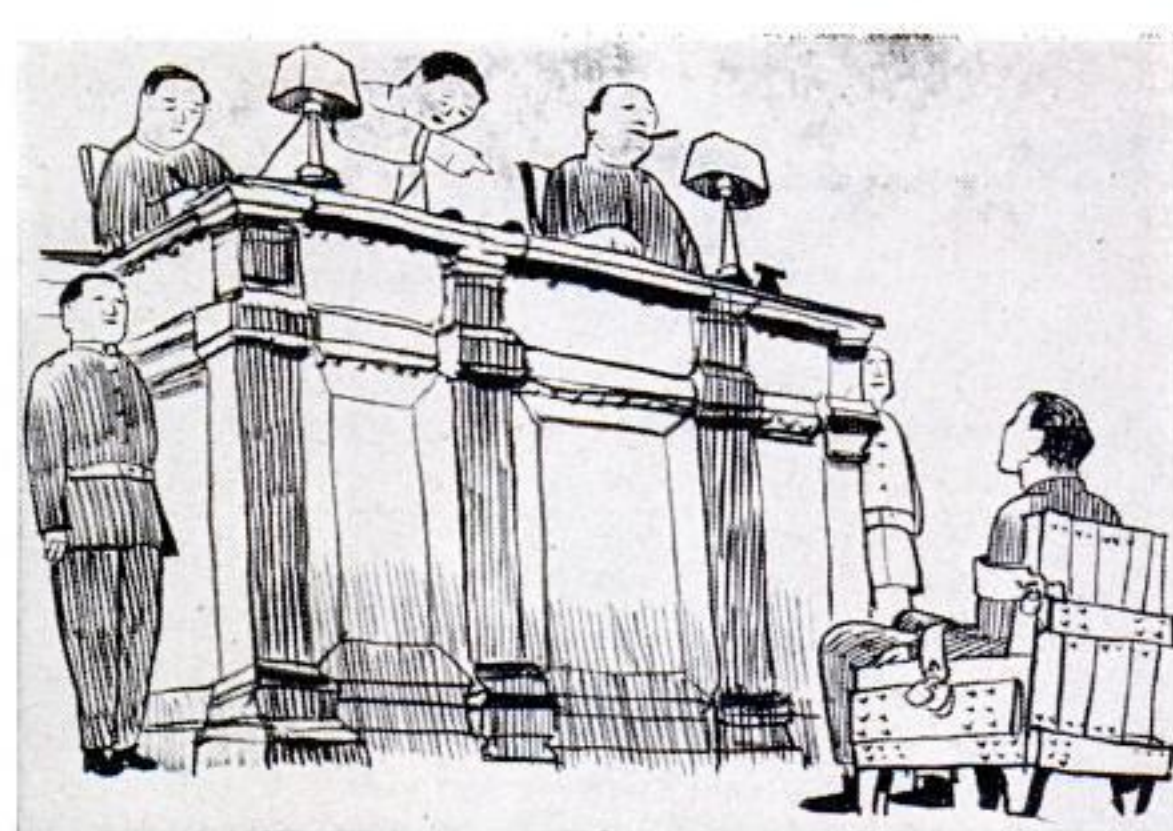
**Hot dawg relish**



ANY RY-KRISP AROUND?

**FAMOUS RY-KRISP REDUCING PLAN ON EVERY PACKAGE**

AT YOUR GROCER'S



"INTERROGATION" was really an inquisition with party bosses looking down from a six-foot-high platform and castigating Father Fahy for hours.

## PRISONER OF RED CHINA CONTINUED

say, "We had to do it, old thing. All part of the game, you know."

During the next two months they tried to "pong tsu (help)" me, but with less vigor than before. I had seen groups like this "helping" others, and the methods made me sick. The *hsiao tsu* in our cell "helped" one of the prisoners for over a month, morning, noon and night. He was endlessly urged to tell all the circumstances of his case, to confess all. They wrote down everything he said to trip him in contradictions. They watched him at night. If he slept restlessly it was proof that he had a "yu lu (a worry)"—anxiety over some matter not confessed. The next day he would be attacked with renewed vigor—to invent other crimes to confess "voluntarily." Rather than accuse this or any man directly, the Reds prefer that he draw the blade across his own throat.

Between Nov. 13 and Dec. 11, I was subjected to seven inquisitions. These grim affairs generally lasted from two to three hours. Their pattern was quite uniform. Led to a small room with cement floor, I was seated in a low chair, sturdily in the center of the room, and an iron bar was swung across the arms and locked. When I was thus penned securely, the guard would leave and I would face my questioners. About six feet above me, seated at a desk on a high platform, were my inquisitors—three of them, and the judge of my case peering at me through a haze of cigaret smoke.

They sat in stony silence as minutes ticked past. The tension was finally broken when the chief leaned forward to begin the usual catechism: "Name? Age? History? Crimes?" I went over the well-rehearsed story—and then put my foot directly into something they had been brewing for me, but were not yet ready to ladle out. I mentioned that I had been sent by my religious superiors and had no connection with the American government. They raged indignantly: evidently they had been saving the "American spy" angle for later sessions. My remark made them suspect that I had been forewarned and consequently forearmed.

"Why did you say that?" the chief stormed. "I did not ask that! Answer!"

"I wanted it understood immediately," I answered.

"Why did you bring it up?" he raged on. "You have a guilty conscience. It proves you were sent by the American government."

And so the weary sound of "you did—I didn't" went foolishly on. In succeeding inquisitions the questions pointed sharply to a charge of espionage. The examiners had a surprising amount of information at their fingertips, innocuous tidbits which they twisted cleverly. In Yangchow, the new line went, I had been an avid gatherer of information. My network of informers included organizations—the Legion of Mary and the Sodality. How they had gotten at my mail, I do not know, but they made a pretty story out of normal communications: "Why did you mention the people's partitioning of land? . . . Why did you mention in a letter to your superiors that 29 had been executed in Yangchow in one day? . . . Why did you write that your buildings were used for military meetings?"

I knew worse trouble was coming one day when I overheard the Responsible Prisoner whisper to another, "They are going to treat him impolitely." That shall always remain one of my favorite examples of understatement.

It was the day before Christmas when a group of guards gathered outside cell No. 11. The slide went back, and a voice called: "No. 3182!" A few minutes later, securely handcuffed, I was hoisted into the back of a waiting car and whisked across town to

CONTINUED ON PAGE 138





Dirt washes right off! You can wash, shower, or swim—a CURAD stays good as new. Doesn't get soggy or watersoaked.

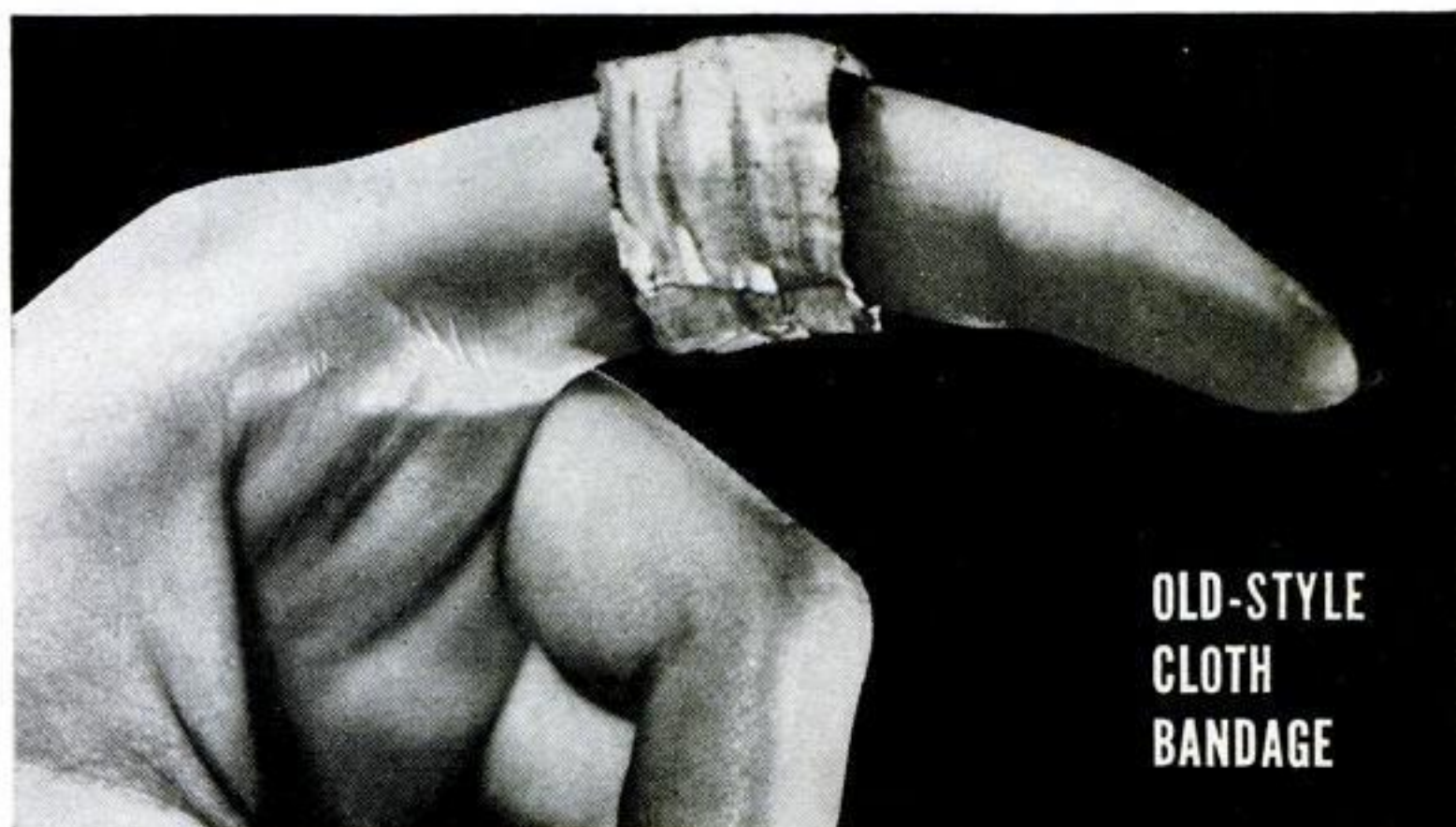
You can wash the new plastic bandage

**CURAD<sup>®</sup>**

**and it stays on!**



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**NOW THIS!** A CURAD fits like your skin, moves with your skin. Outlasts 3 old-style cloth bandages. Paper-thin, elastic, and plastic.

**NOT THIS!** A CURAD stays neat-looking. Doesn't get ragged or dirty-looking like old-style *cloth* bandages. Doesn't leave messy streaks on your finger.

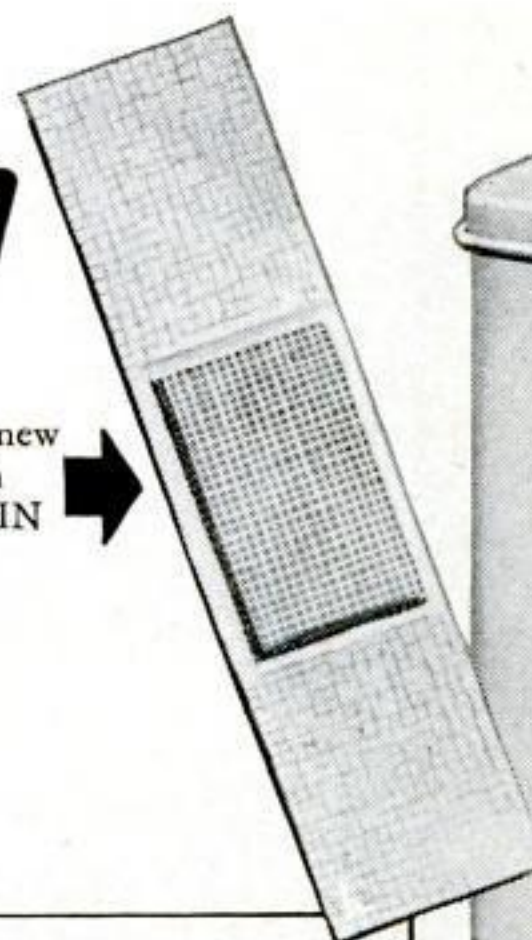
**Doesn't just cover germs - *fights 'em***

**CURAD  
PLASTIC BANDAGES**

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Only CURAD has amazing new germ-fighting medication  
FURACIN\*-TYROTHRIN (non-staining)



**ECONOMY PACKAGE 69¢**  
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"WE SURE GET  
AROUND, WHITEY!"



"YES, BLACKIE, AND  
EVERYWHERE YOU GO YOU'LL  
FIND BLACK & WHITE  
SCOTCH WHISKY—THE  
FAVORITE BECAUSE ITS  
QUALITY AND CHARACTER  
NEVER CHANGE."



**"BLACK & WHITE"**  
*The Scotch with Character*

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## PRISONER OF RED CHINA CONTINUED

the former French courts on Rue Massenet. By that evening I had a new number (214), a new basement cell, and a tough new regime. My wrists were now handcuffed tightly behind me. Back in my cell two guards were with me constantly. They must have had orders to irritate me at will. When they noted that the right cuff was painfully scraping skin from bone, they promptly tightened the left to even things up. With this I was ordered to lie down and a quilt was thrown over me.

So I spent Christmas Eve. It was a night of pain, no sleep, and a night of prayers for a suffering world and for my loved ones who wondered how I fared. With wrists linked behind me, my shoulders began to feel the strain. No matter what side I lay on, it felt as though they were being rooted from their sockets. I tried lying back upon my handcuffed wrists, but there was no relief. Every time I moved, the guards were at my side either ordering me to sleep or exhorting me to confess. A century or so later the sun rose on Christmas Day.

In the afternoon I was taken to the third floor again. Now there were four inquisitors present, all new faces as far as my blurred vision could discern. Their chief was a fast talker, and could toss off the most inane accusations without batting an eye ("Do you deny you're a spy for the Vatican? . . . Don't you tremble to think of what your American masters will do to you when you leave China?"). I find it impossible to believe that either he or his companions gave the least credence to any of the accusations. I often felt like admitting one of their senseless charges, just to watch them topple from their chairs like buckshot birds in sheer amazement.

My stubbornness began costing a higher price with each interrogation. The next morning the guards entered and I braced myself for another turn of the Red processing machine. I was now heading for "special consideration"—the awful solitude of a dark four-by-eight-foot cell. As I entered, the door behind me clanged shut with harsh finality. My jailer gave me whispered directions: "You shall not speak above a whisper at any time. You will sit on top of your rolled mattress and quilt. There will be definite times when you will be taken to the lavatory. That is all."

### Rice like gravel

THE guards, changed every two hours, were under strictest orders. I was even forbidden any over-all scrubbing on either body or clothes. Dirt and soot caked on me. I was caught once trying to take a "towel bath" with a damp handkerchief. The guard seemed scandalized and gave me a long, whispered lecture.

On Jan. 3 I was hustled out quietly for another inquisition, the same three questioners presiding. It was a quiet affair and brief. Neither of us had changed our minds, and that is what they wanted to know. The chief spoke to me like a weary but patient father to a naughty child: "I don't think you have studied the laws against reactionaries profoundly enough."

A few nights later the guard entered my cell to speed my penitence by manacled my ankle to a bar of the grill. Physically the fetter was not painful, but it became an irritating hindrance to exercise. Forbidden to pace my cell for fear of making noise, I had been forced to fight off the sharpening winter chill by perching quietly on my straw mattress where I could wave my arms and pedal the air. Now the warming-up process was confined to slow knee bends. During the cold months of January and February I thought my blood would jell, and an old affliction—bronchitis—attacked me fiercely. Early in March I followed this with a severe attack of prison indigestion, due to the diet of dry, half-cooked rice that had the same effect on the intestines as coarse gravel. On the whole the guards (most of them from the north, some looking no older than 12) were decent enough to me.

Thus I existed from day to day, chained to the bars, astride my little throne of straw, my mind blank—or thronged with thought and prayer. Except for the small flurry of activity at mealtime or the passing word of a guard, my isolation was complete. It was a burial above ground in a vault of boards and bars, an animal wait in the numbing cold.

One not too bright day in early March I heard the old familiar "Bring your things." Regardless of what it led to next, the order now had a welcome sound. For some unexplained reason I was to continue my stretch of "impolite treatment" in a room alongside the front entrance. I was told to sit under a ladder leading to the attic, and was chained to the single barred door. There was more light here, and wandering breezes found their way in. But I soon found out the reason for the ladder. It led to a loft where the guards slept. They were up and down frequently and I was showered with dirt whenever the "stairs" were used. At night it was

CONTINUED ON PAGE 143





IT'S WATCH INSPECTION TIME, SEPTEMBER 11-20

## What makes it tick?

**W**HEN you listen to your watch, it speaks to you not only of the passing of the seconds but of the skills of all the men whose efforts have gone into its perfection.

To a watchmaker, your watch is like a living thing. His world is as tiny as the watch he is working on—and as large as the history of recorded time.

Your watch ticks 432,000 times a day—every time the lever jewels strike the escape wheel. It's the constancy of this heartbeat that determines the accuracy of your watch, that

makes the big difference between a fine Swiss watch and an ordinary watch. For a fine Swiss watch is painstakingly hand-crafted—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period—.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of repair. No wonder 7 out of 10 jewelers wear fine Swiss watches themselves!

*For the gifts you'll give with pride, let your jeweler be your guide*

The WATCHMAKERS



OF SWITZERLAND

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# Which comes first— Engine or Fuel?

To answer that question, we need first to ask what kind of engine you have in mind: An engine for low-octane fuel—or an engine for high-octane fuel? An engine for the fuel of tomorrow—or the fuel of today?

The fact is, General Motors engineers are continually studying engines of all kinds, and meeting the challenge that each presents.

The Diesel, for example, is a very high-compression engine, using kerosene-type fuel oil. The challenge is to build a lightweight, compact engine that develops high efficiency from this kind of fuel.

Jet engines will burn a wide range of petroleum fuels. The challenge is to improve their design and efficiency, to find metals which will withstand extreme heat and to bring down their production costs.

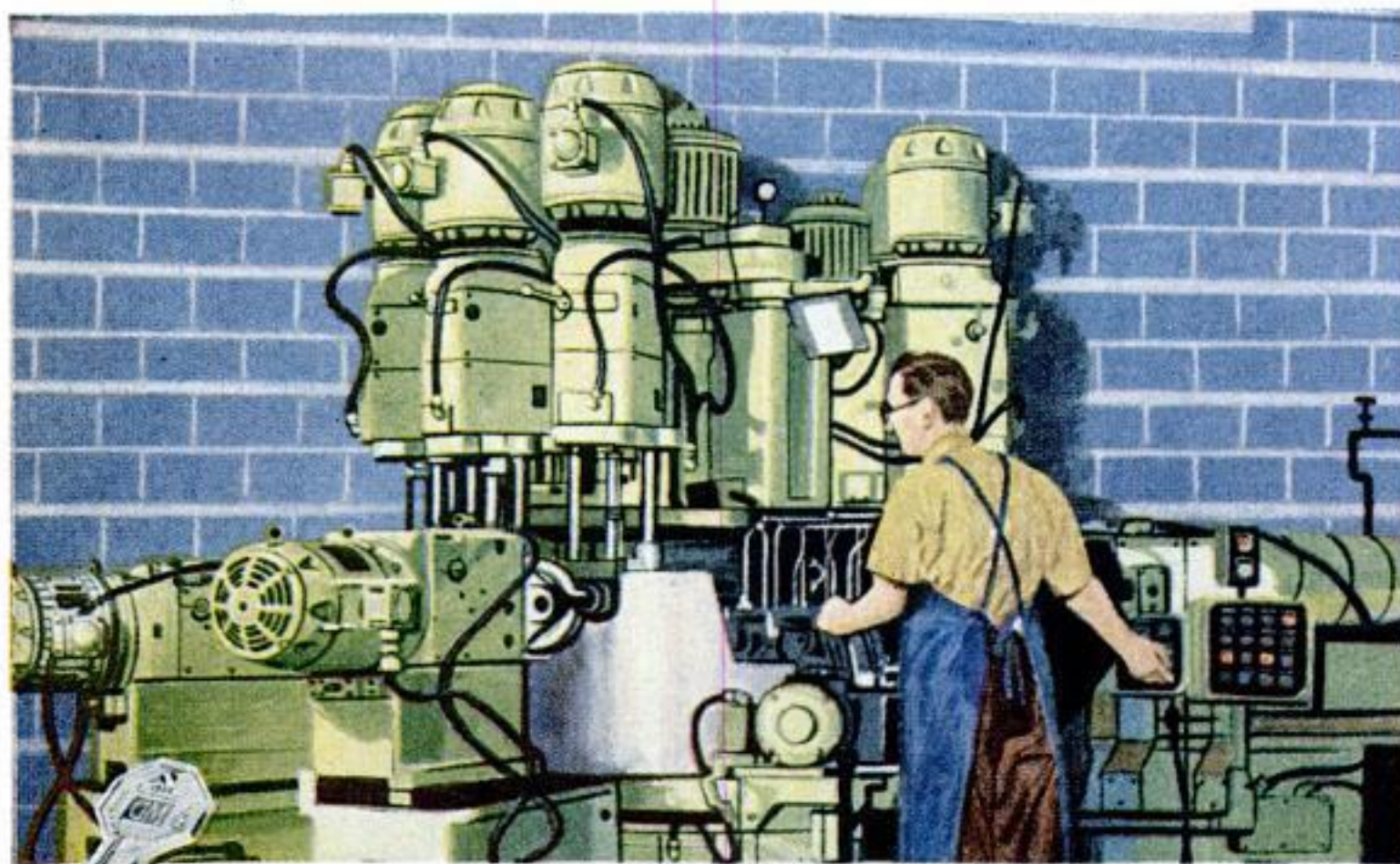
The aircraft engines of World War II used 100-octane gasoline. The challenge then was to get the most power per pound of engine weight and to turn them out in quantity—which GM engineers did.

In automobile engines, we work first of all to give you a balanced combination of high performance and maximum miles per gallon from present fuels—and at the same time we work with dream jobs which use fuel so far beyond present standards that it must be laboratory-made.

The point about engines and fuels is—neither comes first. The job is to bring the two together, with the best results.

That is what General Motors engineers have been doing, year after year.

All of which adds another reason why the key to a GM car is your key to greater value.

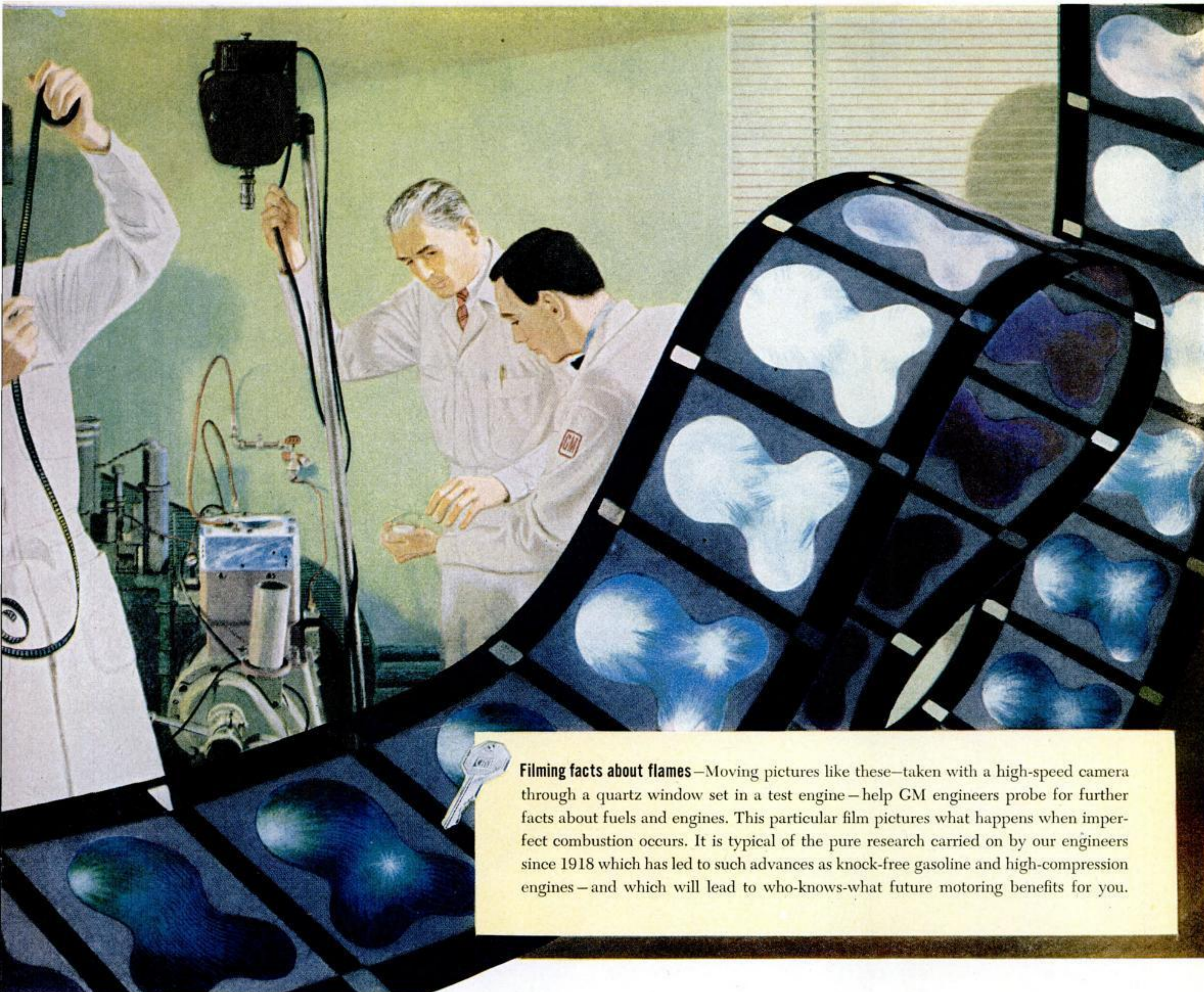


**30 tons of engineering enterprise**—When GM engineers developed the new four-barreled carburetor that gives higher power and greater fuel economy to several makes of GM cars, they needed a new type of machine tool for quantity production. So with typical enterprise GM production men set to work to design it. They came up with an ingenious 30-ton machine that drills, reams and taps out the new carburetor with automatic precision—and in six months had twenty-seven of these mechanical giants in operation.



**Drilling Diesel fuel injector holes**— $\frac{6}{1000}$  inch in diameter. The unit fuel injector is to a Diesel engine what a carburetor is to a motorcar engine. Fuel is forced into the combustion chamber through tiny holes. And intense heat caused by high compression ignites this fuel spray. To drill these holes—each six one-thousandths of an inch in diameter—GM production experts have developed a highly sensitive machine that insures precision work—speeds production of GM Diesel engines for trucks, locomotives, farm machinery and even submarines.





**Filming facts about flames**—Moving pictures like these—taken with a high-speed camera through a quartz window set in a test engine—help GM engineers probe for further facts about fuels and engines. This particular film pictures what happens when imperfect combustion occurs. It is typical of the pure research carried on by our engineers since 1918 which has led to such advances as knock-free gasoline and high-compression engines—and which will lead to who-knows-what future motoring benefits for you.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

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*All with Body by Fisher*

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Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



**Your key to greater value—the key to a General Motors car.** You'll find the initials "GM" on the key of every Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac, because each of these cars benefits by the ever improving research, engineering and manufacturing methods that General Motors has developed.



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MADE THIS **NEW WAY**  
WITH **CARNATION MILK**

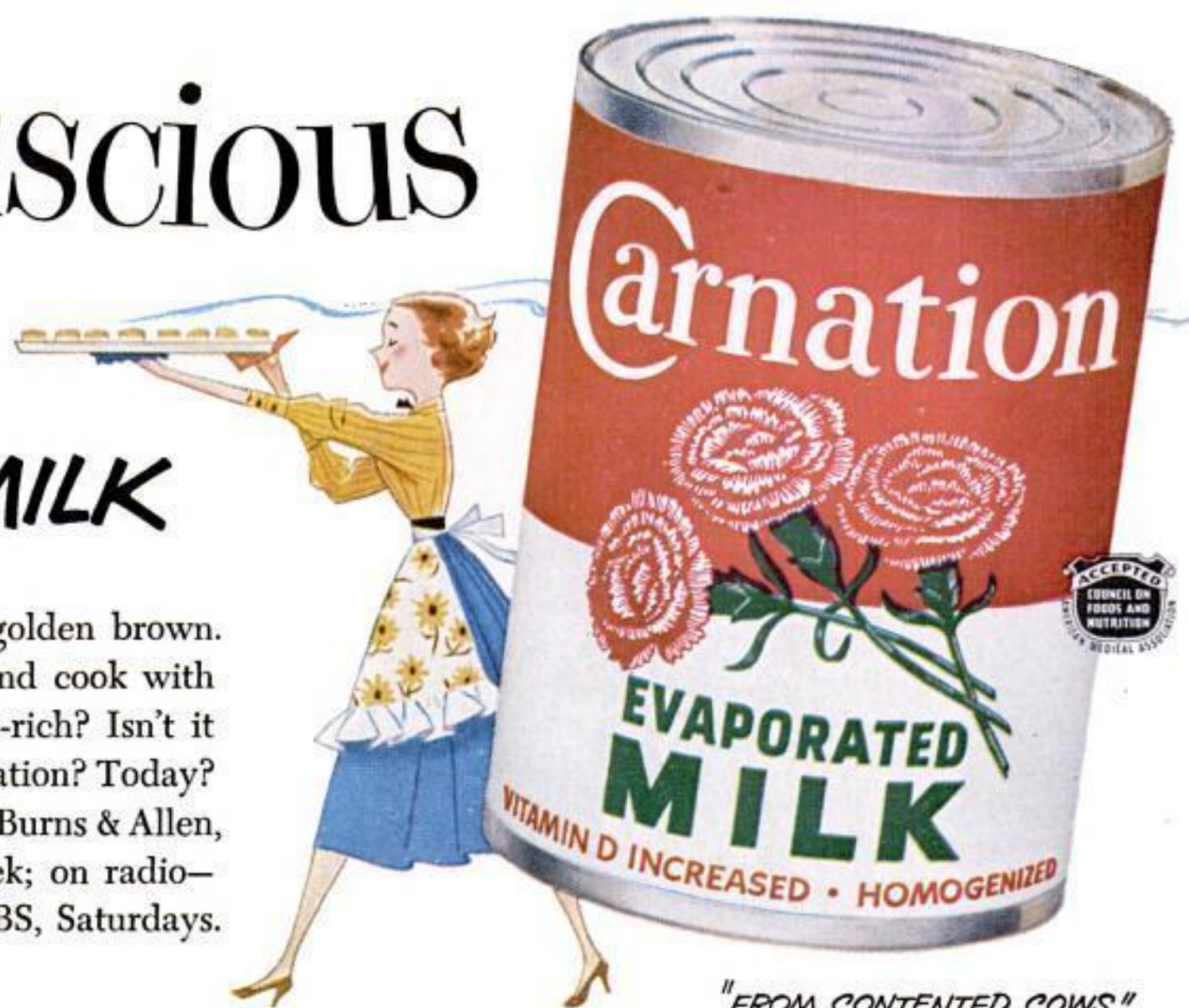
You'll get better biscuits simply because Carnation is a *better baking milk*. Better because it's *double-rich*...better because it's *heat-refined*. Qualities you can't find in other forms of milk.

Yes, it's these two special qualities that assure you high, light, tender biscuits...

biscuits that are always golden brown.

Is the milk *you* bake and cook with heat-refined? Is it double-rich? Isn't it time you changed to Carnation? Today?

**2 GREAT SHOWS:** On TV—Burns & Allen, CBS-TV, every other week; on radio—Stars Over Hollywood, CBS, Saturdays.



"FROM CONTENTED COWS"

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## **BISCUITS AT THEIR BEST**

For 2 cups of packaged or home prepared biscuit mix, use  $\frac{1}{2}$  cup *undiluted* Carnation Evaporated Milk and  $\frac{1}{4}$  cup water. Mix, knead and bake as usual.

**CARNATION PERFORMS  
COOKING MIRACLES  
NOT POSSIBLE WITH  
ANY OTHER FORM OF MILK**





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GREAT  
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the Plains



E & W TAILORED  
FOR FUN—DRESS WEST!

For the Westerner, and fans of the West! For Dude Ranch, too, and Square Dance. Authentic form-fitting. In fine chambrays, woven gingham, corduroy, gabardine, rayon cords. E & W's flair for correctness gives it a 5-point yoke, Saw-tooth pockets, 3-button tapered cuffs, pearlized snap fasteners. Sizes 13½-17. \$5.95.

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E & W Sportswear at Better Stores Everywhere



HIS ROSARY IS RETURNED to Father Fahy, along with his belt and glasses. But at the next jail they were taken away again.

#### PRISONER IN RED CHINA CONTINUED

difficult to sleep with the clanging of the iron door and the climbing of the guards as they changed watch. Since I was more in the open here, I became a showpiece of visiting Reds. They would stand in charmed silence like visitors at a zoo, peering through the bars at this ragged, animate huddle of chained "reactionism."

There was a good deal of unusual stirring on March 19 and the morning of the 20th. I heard other prisoners being taken out, but none seemed to return. There was a choice of but two guesses at the meaning of all this, and one of them wasn't pleasant. Finally my turn came. A guard entered, removed my irons and I was returned to my old cell in the basement room. Another guard returned my personal effects—glasses, shoelaces and belt. I especially welcomed my belt. I had lost considerable weight, and keeping my pants in position had become a major problem. They had forbidden me to use a knotted handkerchief to take up the slack, and the business soon became a little less than comic. Another item returned was my Rosary beads. How welcome they were!

The wait for the next move was a short one. Guards entered and conducted us to a police van, handcuffed in pairs. We crossed the Garden bridge into Hongkew, and arrived finally at the Shanghai jail. The cuffs were removed and we were herded in for registration. An iron-faced jailer turned to me and asked:

"What are your crimes?"

"Reactionary."

"Reactionary!" he snarled. "You're one of Truman's agents." That was news to me and Mr. Truman.

We were then fingerprinted and shorn of all our personal effects again. Somebody came in with a set of chopsticks for each, and we were then led over to building No. 5, a five-story affair of four-by-eight-foot cells with cement floor, a door of iron bars, toilet bucket and a four-by-six platform for sitting and sleeping.

This, the Shanghai city jail, was the last link in the chain of Communist "reform prisons." For the inmates it marked the end of their "reform education," and as confessed, repentant, brain-washed men and women their final disposition was near. Depending on their attitudes in this final purgation, they either became free members of a slave state again or were buried with bullets in their skulls.

Here, at the end of the processing, the masks were off. There were no concessions. We were bound to a strict regime. My weight dropped to its lowest point in this jail, around 125 pounds. Cells emptied once a day for an exercise period held either on the roof or in the prison yard. Marching in pairs and holding hands, we could hold whispered conversations at times, during which I received many marks of sympathy—a pleasant revelation in this jail of thoroughly brain-washed men.

As the days went by, my legs began to give out. This was one of the more common ailments, a sign of incipient beriberi. Prisoners were constantly on the watch for this, sneaking up behind others and poking their legs to see if they were aware of the touch. If there was no response, there would be a sad shaking of heads and a sympathetic, "Well, elder brother, you've got it." Toward the end it caught up with the other fathers jailed with me. Father Ryan spent weeks lying on the cement floor of his cell, unable to



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CONTINUED ON NEXT PAGE



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## PRISONER IN RED CHINA CONTINUED

move. Father Thornton managed to hold out till Canton before his legs gave way, although his walk had long been a twisted, crab-like shuffle. Father Beaucé, at 68 years of age, managed better than any of us, although the pains had come and the ominous signs were there. Fortunately we were released before things reached the dreaded stage of paralysis.

April's chill was followed by a warmer May, but the change brought out the bedbugs. A large slice of the night was spent beating off waves of these voracious beasts. It was always a losing fight! Where I killed 10, a hundred were breeding. Finally sleep would overcome me in the midst of battle, and they would be over me like ants at a picnic. Frequently I woke in the morning with one eyelid at half-mast and my lips puffed from their bites. I almost longed for solitary again and the winter's cold. Almost.

Had we any laughter left in our systems, the wash period in the morning would have been highly amusing. I only find it so on looking back. A pan of water was placed on the floor outside our cells, and we reached through the bars like monkeys stretching for badly tossed peanuts. Getting water to the face was an engineering feat. Either the hand was cupped and drawn carefully through the bars, or the fluid had to be dashed in the general direction of one's face. Neither method was very satisfactory.

My last inquisition was held two days after I registered. I was led to another building where the first-floor cells were used as inquisition rooms. The prisoner sat behind bars with his inquisitors outside at small desks. My inquisitor turned out to be an old familiar, the No. 2 of the Reactionary jail, with one of his former assistants. "Haven't seen you for a long time," he said. "Of course, you know by now that if you confess all you can merit the government's pardon, don't you?" We went through the dreary interrogation of my whole personal history again until he tired and called off the game.

That afternoon I was summoned again. I was given a list of subjects to write out: the history of the Jesuits here, in the States and throughout the world; my personal crimes; my connections with other Jesuits in China. I had to have it finished by noon the following day. That evening and the following morning I busied myself with something they could have got out of any encyclopedia.

On May 27 a guard approached and called my number: "Szu pa yi wu (4815)!" I was on the move again. The rest of my effects were handed to me; my fingerprints were impressed on a paper of release. I was then handcuffed, hoisted into a waiting car and driven across town to my first port of entry—the Nantao East China Reactionary Jail.

### His head is shaved

THIS time I was rather surprised when given my new number: 18338. A five number meant that my case had been settled, but it gave no indication of which way the wind blew—expulsion or a grave. With this blade hanging over my head, I was jammed with 13 others in cell No. 1 on the first floor to muddle over the possibilities, to hear again the weary routine of the self-accusing discussion group and to ask God for strength whatever came.

On the second day I was called out for a haircut. This was full of meaning, especially when the guard ordered the barber to "make it good." My head was shaved—and a shaved head meant execution. Either the barber had his own ideas about "good" haircuts, or the shaved head had been a neat Red twist of the knife. I returned to the cell with enough foreboding to last me a lifetime. The air cleared later when I was called out for a hot bath. It seemed hardly reasonable that they would waste fuel and water on a near corpse.

I was taken to the registration room on the morning of the 29th, and my heart popped into my eyes. Through a soft haze of tears I saw my brothers in Christ! We were not allowed to speak, but words were not needed—our eyes spoke for us. Our final sentence was passed, and we received it in joy and sorrow. "Today, you shall leave China."

How many others, dedicated to the body and soul of this great land, have heard those words! None has heard them without a sense of pain and loss.

We signed for our baggage—eight sacks, whose moldy, worthless contents were all that was left of a mission. The Reds had been selective, as we discovered in Hong Kong. What we signed for were a couple of wet, decayed mattresses, old clothes green with mold, a chamber pot, a shower fixture, basins and pans—the whole mess white with opened powder tins and awash in shreds of pipe tobacco dumped from open cans. Not many miles away the Reds had the last laugh. The sheer "boyish" devilry of it all allowed

CONTINUED ON PAGE 145



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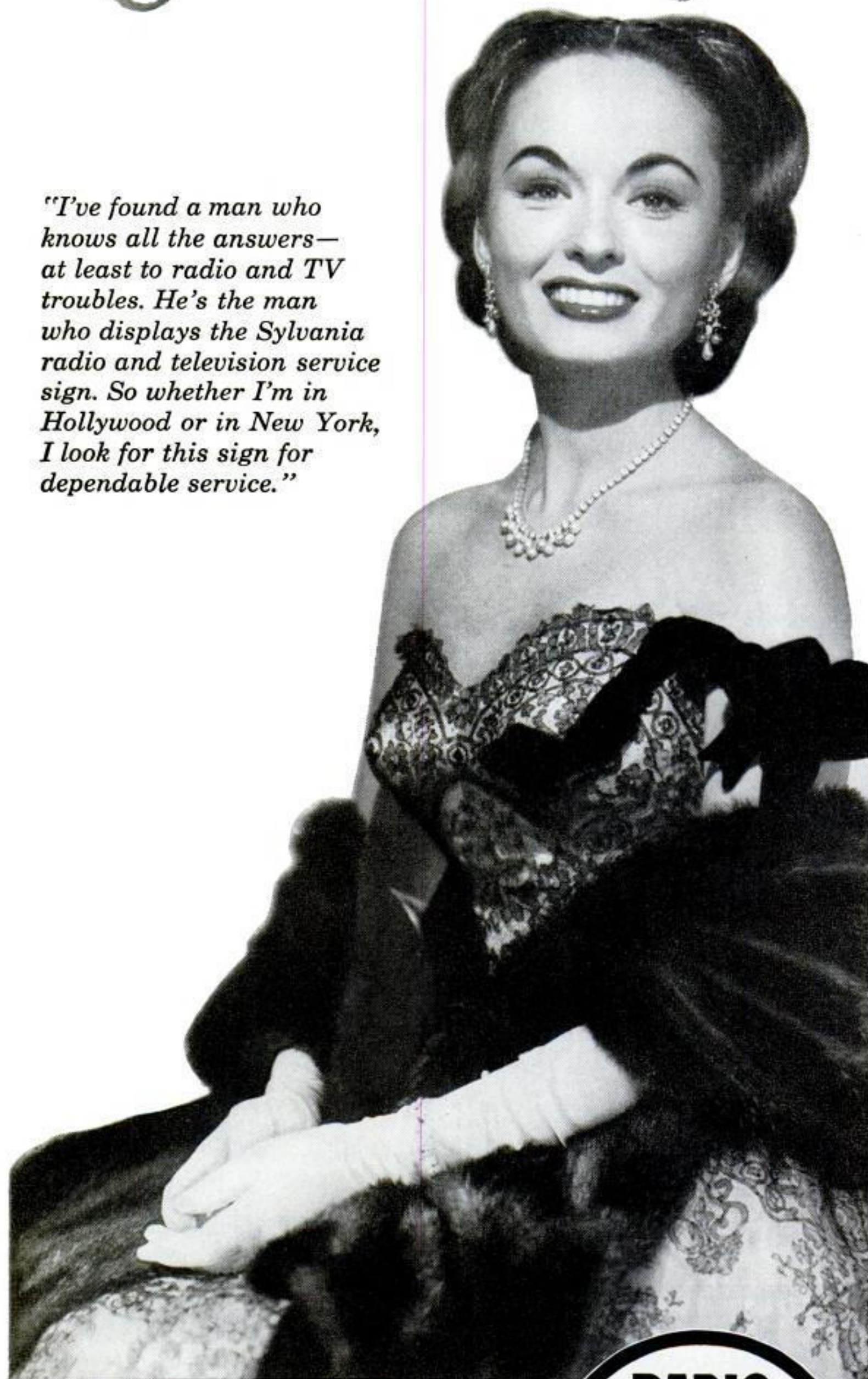
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Ann Blyth, starring in "World In His Arms," Color by Technicolor, a Universal-International picture.

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### PRISONER IN RED CHINA CONTINUED

us to join the chuckling. There was one treasure, however, that managed to escape their notice. I rescued the ring of Bishop Haouisée from the toe of a sock, my prefectural ring which had once graced the finger of that grand old man, the former Bishop of Shanghai.

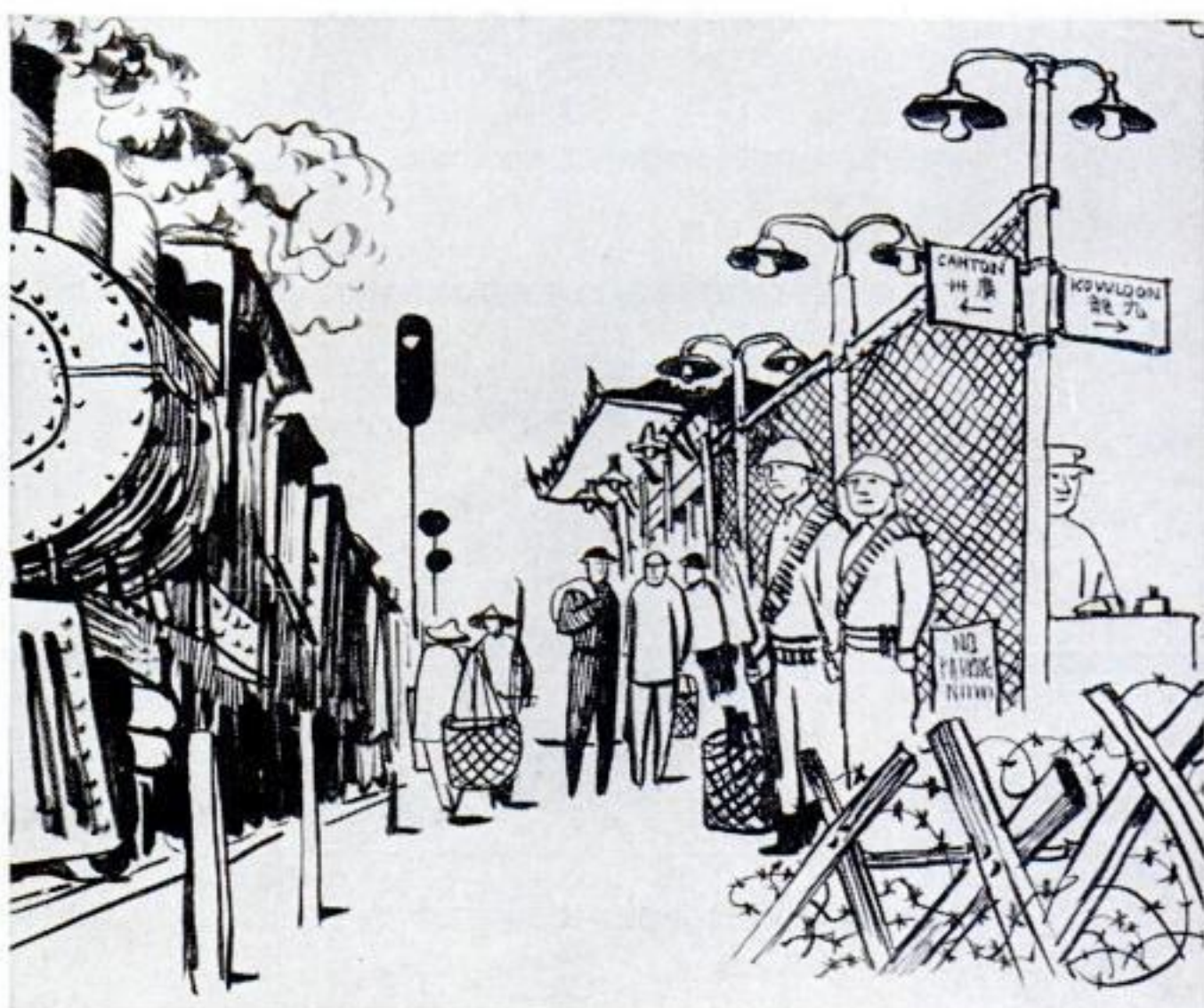
En route to the station in a weapons carrier, we sat in guarded silence, bursting to speak, but too well trained in caution. We marched through the station with the train crew singing behind us. The vocalizing had nothing to do with us. All through China, workers, schoolchildren and groups on the move are required to sing: joy must be demonstrative in the new Red paradise. We climbed aboard painfully, our legs troubling us more and more, and were directed to hard third-class seats. Four guards, armed with revolvers, kept us under constant watch. Father Ryan and I had developed colds and were running temperatures. The guards noted this and were careful to see that the windows next to us were raised so that we could benefit by the chill draft. By the time we reached Canton I was practically voiceless. If any of our guards' Red masters read this, let me credit them with missing no opportunity to make our exit as rough as possible—truly a work of Communist artistry. Two days and two nights later we arrived in Canton.

Our last day in Red China dawned and we were put aboard the train for the Kowloon border. At 1:30 p.m. we came to a halt at Lo Wu, near the trestle that serves as the lone gateway to the British Territories. Four weary, crippled men hobbled to the examination shed. We thought of those eight sacks and the exhausting delay they could cause. But we were quickly waved on. In limping procession, Father Thornton supporting himself on my shoulder, we passed the barbed-wire barricade into freedom. That night in Hong Kong, joyous with relief, we told a fragmented story to a large audience of our religious brothers.

We said Mass the next morning, a tremendous consolation after being deprived of the Holy Sacrifice for so long. The prayers and rubrics were difficult to recall again, a minor impediment to our joy. The following day we registered as patients in St. Francis Hospital and entered a dream world of imperialistic beds and capitalistic food, surrounded by care and affection, swamped with joyful letters from home, visited by friends, fed with the best and dosed with the proper pills. The same regime might have made a better man of Marx. It is doing that for us.

Thus ends one man's story, a story with its grim notes but with the traditional happy ending. I write this from a hospital bed, but it is by no means a bed of pain. In a day or so, with pounds added, pains gone and mentally alive again, we shall have put the recent unpleasantness behind us. We shall take up our priestly work again where God sees fit. Wherever we be, China and its helpless people will always draw our hearts and prayers.

Ours shall be a patient, prayerful wait for the slow grind of history and the permissive will of God. We know that some day the web of violence and malice shall be rent and its victims freed. Evil may have its day, but to God go the weeks and the years. It must be ever so.



**GATEWAY TO FREEDOM** is reached at last by Father Fahy (dark suit). Penniless, he and his fellow missionaries arrive at Lo Wu on Chinese border.





**TWO-TONE FLANNEL** suit buttons high at the throat (no blouse needed) has good Sacony shaping at waist and hipline, new semi-full skirt. 29.95.



**CHECKED FLANNEL** suit is Sacony triumph of good design at modest price. Jacket can be buttoned high or low. 29.95.

## 29.95 buys a Pure Wool Flannel Suit

Sacony finds way to beat high cost of dressing well

Women have been finding it harder and harder to buy a good wool suit with a price tag under \$35. Sacony, well-known maker of women's and children's fashions, decided to do something about this. What they did was to put their designing and production experts to work on fine, pure wool flannel. Their assignment: to find ways of putting top-rung tailoring into a collection of *unlined* suits, beloved by active women because they are lightweight, bulkless, comfortable in steam-heated interiors. Evidence of their success: the neatly ribbon-taped seams, the uncommonly

deep facings, the hidden layers of canvas that support the lines of these suits. Sacony flannel suits are cut in misses' or specially proportioned petite sizes. They come in the new brilliant colors, as well as traditional gray, have a nipped-waist, rounded-hip softness that is remarkable at 29.95. Proof of their value lies in the fact that astute retail store buyers have bought them enthusiastically, are planning to feature them in windows and ads. Women who would like to know where they can buy these suits are invited to write Sacony, College Point 56, Long Island, New York.



**FLEUR DE LIS** embroidered jacket gives costly custom-made look to this Sacony flannel suit. 29.95.



**EXPENSIVE SIMPLICITY** characterizes Sacony flannel suit with convertible-collar jacket. 29.95.



**BRAID-TRIMMED** Sacony flannel suit has high-buttoning collar, can be either dressy or tailored. 29.95.







# A 77-Year-Old Dynamo

MISS SADIE MOWS, WEAVES, BICYCLES AND EVEN TEACHES SWIMMING



... at her home in Brevard, N.C. (pop. 3,893), where she moved in 1887 from her birthplace in Brunswick, Ga., Miss Sadie lives as a spinster without close relatives. She cuts the grass, trims hedges, grows fruits and vegetables for canning and preserves. A few weeks ago she painted the outside of her seven-room frame house.



Just to look at Miss Sadie North, sitting in a rocking chair calm as Whistler's *Mother* (opposite page), one would say that here surely was a quiet, prim, conservative old lady. Miss Sadie is 77 years old, an age at which many consider themselves ready for the next world, and not much use in this one. But not Miss Sadie!



... ten years ago Miss Sadie taught herself the touch system on the typewriter. Now she types most of her letters, wearing a visor like a newspaper editor while she writes. She prides herself on keeping up with the times, explaining, "I'd hate terrifically to go back to the 'good old days.' Give me the modern challenge of today."

... in her home Miss Sadie has a loom on which she makes rugs and tapestries. She also knits and weaves baskets from honeysuckle vines. A friend says of her, "She can do more things than a football quarterback."



*Jonathan Logan*



Outstanding standby for the \*Young Cosmopolitan . . . Jonathan Logan's wonderful little casual that's a perfect fit for both you and your busy schedule.

Distinguishing details—the huge, pleated saddle-pockets, the face-framing collar, the gentle push-up sleeves and zippered fly-front. In Cuenella, a sheer wool-and-nylon . . . light gold, light blue, grey or beige.

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PREFERRED BY SMART  
WOMEN THE WORLD OVER

EYE SHADOW • EYEBROW PENCIL • MASCARA

# DYNAMO, 77 CONTINUED



. . . Miss Sadie and a "pal," Archibald B. Carter, 89, often stage a violin "whing-ding." She also plays the organ. She has taken the organ apart, cleaned it and put it back together again dozens of times.



. . . babies take to Miss Sadie like bear cubs to honey. What income she has comes from baby sitting and acting as practical nurse. She gets up at 5 a.m. to do her housework before reporting for work.



. . . once a Presbyterian, Miss Sadie joined the First Methodist Church in 1916 and has been in the choir ever since. She always ends her day by reading from her Bible. It is 82 years old and weighs 12 pounds.

CONTINUED ON PAGE 153



The crowds who saw Teddy Roosevelt when he campaigned were tiny compared to the millions who now see the candidates via television.

TODAY YOU GET A  
CLEARER PICTURE



### BIG 20" PICTURE... THE DRYDEN

Model 708T20. Modern, compact table model television with exclusive Westinghouse engineering features. Mahogany veneer front with distinctive cordovan leather-like spray finish on top and sides. One of the many new Westinghouse models available from your dealer. Picture sizes up to 24", prices starting at only \$189.95.

See the Presidential Race  
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Anybody who owns a Westinghouse will tell you that they get the clearest pictures in their neighborhood . . . and (*most likely*) that they've never had to call a service man. Your Westinghouse dealer will bear this out, too. You'll find him enthusiastic and happy about trouble-free Westinghouse performance. And once you've seen a demonstration of the Electronic Clarifier, Single Dial Tuning and the exclusive new "Plug-In" UHF Receptor . . . you, too, will buy a Westinghouse.

Westinghouse TV is ready now for new UHF stations. Exclusive plug-in receptor is so simple and easy to install you can do it yourself and save. Ask your dealer for details.



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"**U**SE MARCHING FIRE—and *follow me!*" Shouting this command, Lieutenant Carl Dodd struck out in advance of his platoon to lead the assault on Hill 256, near Subuk, Korea. During the fierce in-fighting that followed, he constantly inspired his men by his personal disregard of death. Once, alone, he wiped out a



machine gun nest; another time, a mortar. After two furious days, Dodd's outnumbered, but spirited, force had won the vital hill.

"You were helping, too," says Lieutenant Dodd. "You and the millions of other citizens who have bought United States Defense Bonds. For your Bonds, *which keep America strong*, were behind the productive power that gave us the weapons we used.

"I hope you'll go on buying Bonds—always. Because your Bonds—and our bayonets—make an unbeatable combination for keeping safe the land that we all love!"

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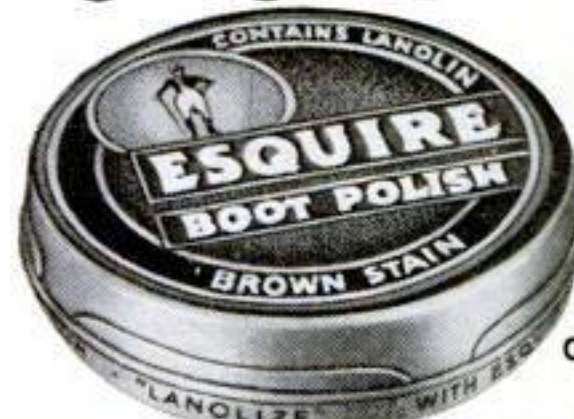
... Just for fun and because she likes young people Miss Sadie teaches swimming and first aid in Brevard. She was a real beaver at diving until she broke her hip in 1947. Now she has to jump in feet first (*above*), but her bathing-suit figure doesn't show up badly at all when compared with her teen-age pupils (*center*), and at floating (*bottom*) Miss Sadie is a real corker.

CONTINUED ON NEXT PAGE



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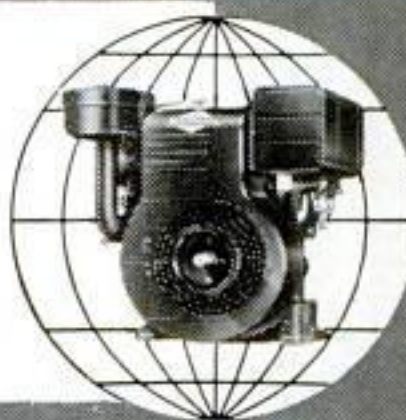
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# Miss...



# or Mrs.?

(This Tampax message applies to both)

The doctor who invented this *internally worn* Tampax did not have in mind married or single women, particularly. On the contrary, he designed this product for all women who are normal and fully grown and are looking for a more modern solution to the old problem of monthly sanitary protection.

**Has anyone ever told you** that you cannot feel the Tampax while wearing it? Or that you do not remove it during a shower or tub bath? Your hands need not touch the Tampax while inserting it—so dainty are the patented applicators that contain the absorbent cotton!

**Have you ever checked up** on these facts? Tampax requires no belts, pins or external pads. Causes no bulges or ridges under clothing. No odor or chafing. Easy disposal. Adopted by millions of women. Month's supply goes into purse. Economy box holds 4 months' supply (average). Sold at drug and notion counters. 3 absorbency-sizes: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



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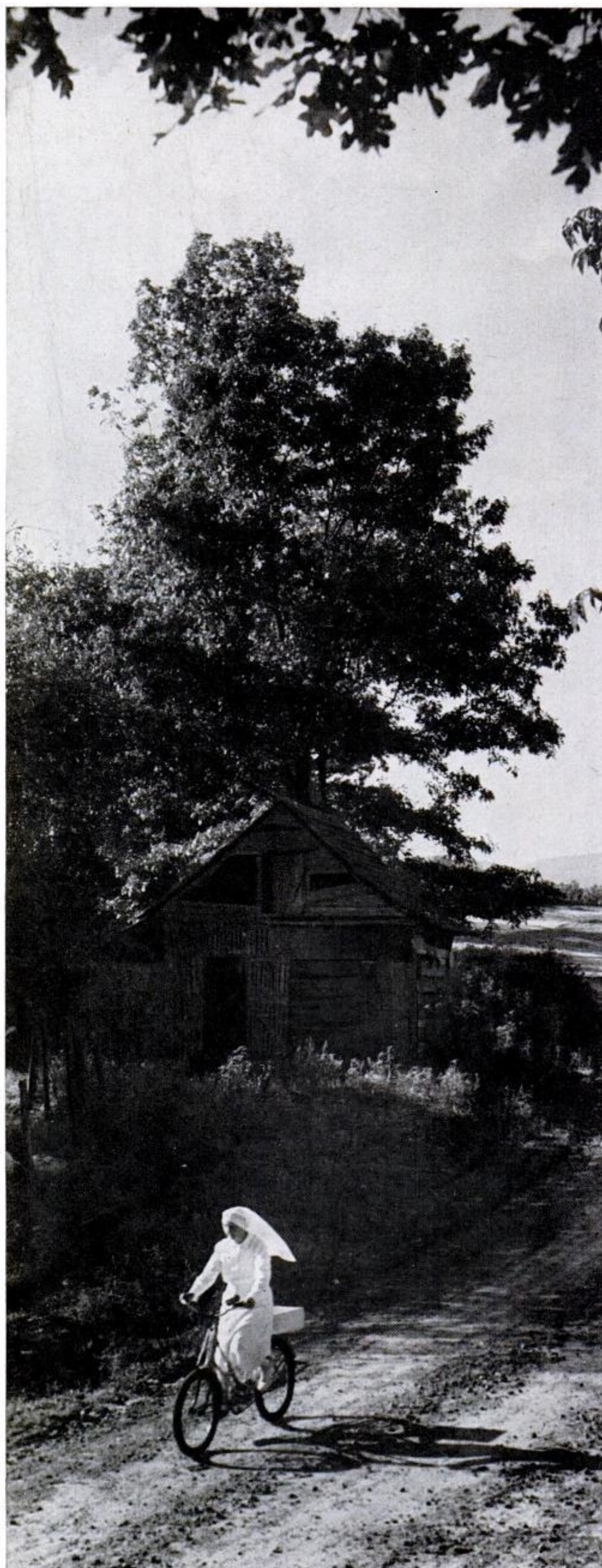
Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name.....

Address.....

City..... State.....



... At 60 Miss Sadie learned how to ride a bike. When she broke her hip the doctors said she would never do any more biking. But here she is riding over a mountain road, dressed in her nurse's uniform and on her way to teach a first-aid class. In the past 17 years she estimates she has biked 15,000 miles, most of them, like her own life, rough and hilly. She never gives her age a thought. "If you get sour at yourself you can just curl up and die most any time," she says.

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**1,000 SHEETS  
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*...and So Soft for his Tender Skin*

**1,000 SHEETS—OVER  
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Yes! ScotTissue gives you more—finer quality, better value! The big 1,000-sheet roll goes further, lasts longer—gives you over ½ more tissues than the 650 sheets you get from most other brands. You can't top ScotTissue's quality either. Cloud-soft yet strong and absorbent, too—it's perfect for baby's sensitive skin—ideal for every member of the family, too.

"ScotTissue," Reg. U.S. Pat. Off.



**3 Rolls of ScotTissue**  
***equal 4½ Rolls of most other brands***





## QUICK, HENRY, THE AH-SU!

In Japan, as elsewhere, summer is the time when lively young fellows just out of high school head for the boondocks to live like he-men. The rugged life has subtle nuances, however, at the summer palace near Karuizawa, in the mountains 90 miles northwest of Tokyo, where the 18-year-old Crown Prince Akihito camped out this season. For example, when the future emperor came galloping out

on his horse Iyeogi to meet the Japanese press, the palace instructor of horsemanship was vigilantly waiting and set up a shout of "*Hayaku, hayaku, Ah-su!*" Well briefed for this summons (roughly the equivalent of "Quick, Henry, the Flit"), a palace groom rushed up carrying a weapon charged with a Japanese insecticide. Then, while the crown prince looked aloof, he diligently sprayed the flies off the royal mount.





*Other times, other tastes...*

## What made Milwaukee change its mind?

No doubt about it...modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee...by far the favorite where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing: *"I'm from Milwaukee*

*and I ought to know,  
it's Blatz, Blatz, Blatz,  
wherever you go."*



*Milwaukee's finest beer!*



*Today, it's Blatz!*

See Amos 'n' Andy on CBS-TV...consult newspaper for time and channel.

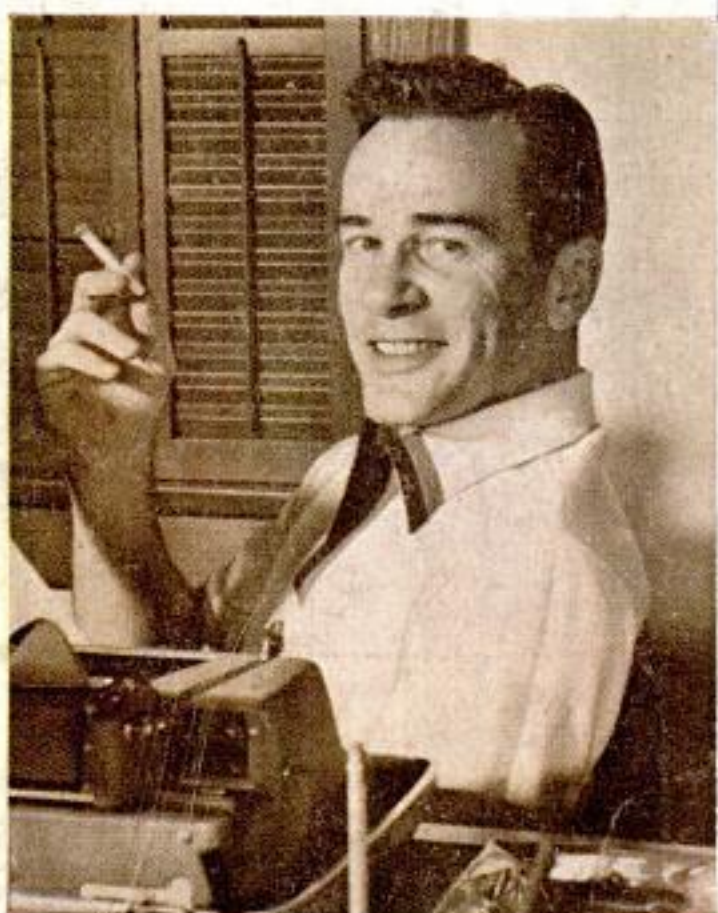
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# Why did you change to Camels, RICHARD CARLSON?



*"I tried  
Camels as my  
steady smoke  
to see how  
they suited my  
throat. That's  
so important  
for an actor..."*



RICHARD CARLSON,  
Screen and Stage Star

*"They get  
on fine with  
my **throat**,  
pack after  
pack, and  
you can't  
match them  
for **taste**!"*



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Smoke only Camels for 30 days...see for yourself how well

## Camels agree with your throat!

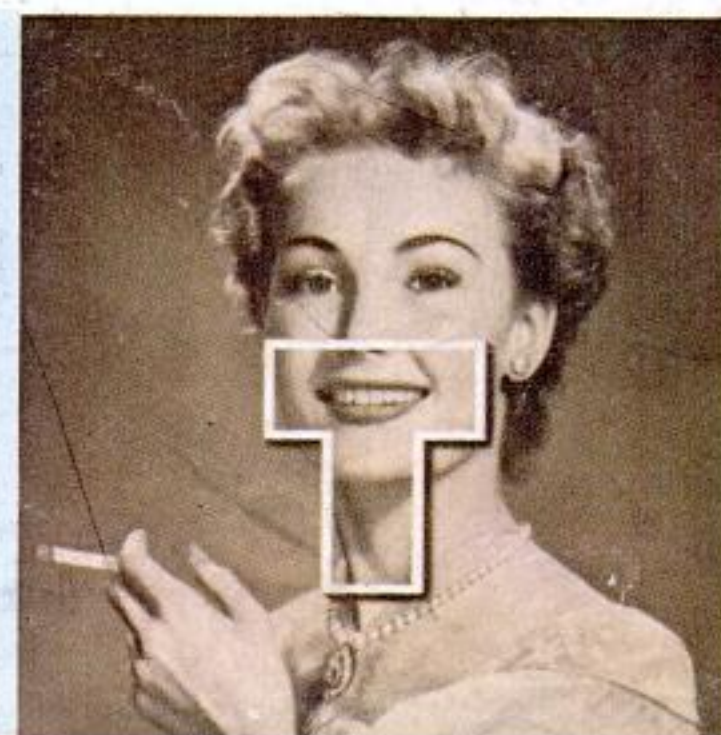


- See for yourself why Camel is America's most popular cigarette—leading all other brands by billions.

Make the Camel 30-day test. Smoke Camels, and only Camels, for thirty days and see how Camel's rich, full flavor pleases *your* taste . . . see how Camel's cool, cool mildness agrees with *your* throat, pack after pack!

You'll prove to yourself in your own "T-Zone" (T for Throat, T for Taste) how mild and good tasting Camels are. You'll soon see why . . .

TEST  
CAMELS IN  
YOUR "T-ZONE"  
(T FOR THROAT,  
T FOR TASTE)



**CAMEL leads all other brands — by billions!**